

HOLLAND'S

The Magazine of the South



Distinctive Southern Homes



DALLAS, TEXAS

February, 1936

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HOLLAND'S House Plans

In response to wide demand, this book presents pictures, descriptions, and floor plans of over sixty of HOLLAND'S Distinctive Southern Homes, covering as many individual floor plans and all types of architecture suited to the South.

These particular homes are among the most popular that have appeared in HOLLAND'S, and are designed to meet climatic conditions peculiar to the Southern States.

PRICES AND FEES FOR HOUSE PLANS IN THIS BOOK

Blue-print plans and specifications, 1-story houses, \$15; 1½- and 2-story houses, \$25. These prices include one set of detailed blue-print working drawings and one set of specifications. Additional copies of plans are \$3.50 each, and additional copies of specifications are \$1.50 each.

Plans will be reversed on request without extra charge.

A material bill will be prepared for any plan, upon request. The charge for this service is \$15.

Garage Portfolio

A portfolio of blue-print scaled construction drawings of floor plans, exteriors, and details for seven garages may be obtained for \$1. This portfolio offers a selection of one- and two-car garages of frame and brick-veneer construction, and two of the garages have servant quarters. This is not a catalogue of floor plans, but a group of complete blue-print working plans from which the garages can be built.

Orders for plans and specifications are filled within 48 hours

Address Home-Building Editor

HOLLAND'S
the Magazine of the South.

DALLAS · TEXAS

Foreword

SINCE 1905, HOLLAND'S has consistently devoted its pages to the interests of the people of the South. Its feature articles and departments have been chosen solely on the basis of whether or not they might please the Southern reader. HOLLAND'S has striven in every way to fulfill its job as "The Magazine of the South."

The distinctive Southern house plans in this book are a part of that job. Southern climate demands certain characteristics in a house plan that the climates of no other regions require. Consequently, no other publication than HOLLAND'S can offer such plans. But HOLLAND'S can and does present plans that provide adequately for all the climatic conditions peculiar to the South. That is why you find in these plans cross-ventilation, large porches (if you want them), large windows, large rooms, proper consideration of exposures, and flexibility of exposure (any plan can be had completely reversed without extra charge).

HOLLAND'S does not stop with house plans. Generally speaking, a home is just as attractive as the landscaping makes it. So along with planning these Southern homes, HOLLAND'S carries on another great service to Southern homedwellers: pages and pages in each issue devoted to gardening and landscaping information. And this is something else that only HOLLAND'S can do; for no other publication can devote so many pages to detailed practical garden instructions, written by recognized Southern-born gardening experts, *at the time these instructions are most needed!*

These are only two of HOLLAND'S services. The magazine is filled with others just as interesting and valuable. For instance, hand in hand with the house plans and the garden pages go HOLLAND'S interior-decoration articles, including a monthly article by HOLLAND'S expert on furnishing and decorating one of the rooms in HOLLAND'S *Distinctive Southern Home* in the same issue. There are articles on lighting, furniture, draperies—every phase of home decorating.

HOLLAND'S *Southern Kitchen* brings you new tested recipes direct from the kitchens of other Southern housewives. Culinary authorities tell in special articles what's latest and most unusual in cooking. Southern home-makers send in myriad amazingly valuable hints on home time- and labor-saving for publication in the department headed *This for That*. Fashion pages bring you styles and fabrics for Southern seasons. Beauty advice combats the weather.

In the "front of the book," Southerners who have achieved great distinction are presented as *Southern Personalities*. Special articles relate unusual episodes in the lives of historical characters of the South; others describe scenic beauty and historic spots in the South; while still others treat of a wide variety of subjects, ranging in importance and interest from Southern to international. There is a whole page "for the poetry lovers," and fiction chosen solely on its merit and written mostly by nationally known authors.

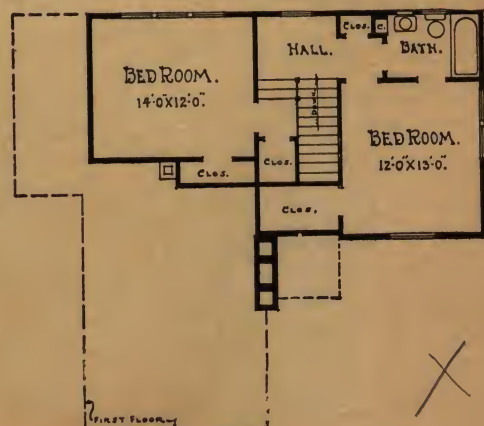


No. 20460

Complete plans and specifications, \$25

The Small Two-Story

THIS small two-story brick-veneer house has character in design, and departure from the stereotyped in floor-plan arrangement, without impractical arrangement of rooms or the use of exterior detail that has not been proved. The driveway is so placed that it is not only attractive and convenient, but effects an economy, since no sidewalk is necessary. The placement of the living room provides ventilation from three sides. While this plan does not have a basement, a basement stairway could be built beneath the stairway to the second floor, with the basement-stair doorway opening off the kitchen porch. This would be an ideal arrangement. The obtaining of this basement stairway would necessitate the loss of the closet opening into the motor room.



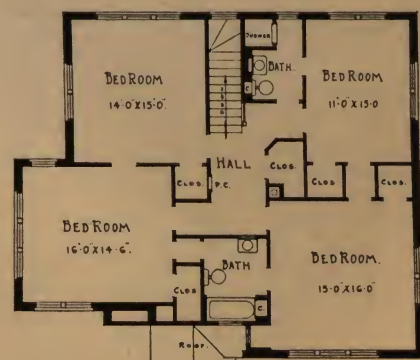
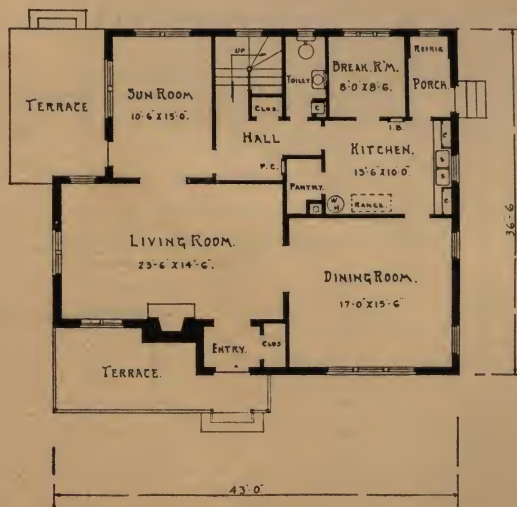


No. 20353

Complete plans and specifications, \$25

A Compact Semi-English

THE two-story brick-veneer semi-English illustrated here is exceptionally compact, considering the number of generous-sized rooms. The plan not only offers four bedrooms, three of which have direct access to the baths, and one of which might be considered an extra bedroom for a house of this size, but it also has a sun room connecting the living room and stair hall. If desired a door could be inserted between the living room and stair hall. And there are seven closets.



The Bathroom in Glass

THE possibilities of structural glass in decoration—the originality and beauty of designs, and the lustrous colorful aspect it lends a room—have increased almost beyond belief.

Many amazing things have been done with glass in recent years. One of the developments—that of a nonfragile glass unaffected by changes of temperature—has given us a delightful, entirely new material for the walls of our homes. At first this was so costly that it could be used only in the more palatial homes; but now the manufacturing process has placed it within the scope of the average home owner, so that the modest but well-built house, whose builder can afford tile installation for the bathroom, may now have glass walls.

This structural glass is very decorative; and, though it may be used in any part of the house, its characteristics make it especially acceptable for bathrooms. It does not absorb odors, and it will not crack, craze, or stain. It never fades, and it can be wiped clean with a damp cloth, scrubbed thoroughly if desired, or even washed off with the hose. Nothing of this kind destroys the surface, nor does it injure or fade the color.

The two kinds of structural glass we are suggesting here comes in sheets of various sizes, from small tile effects to three-foot lengths. Each is applied to the wall with a cementing process, very much as tile is applied, the joints

or lines between the glass sheets being either decorative or almost invisible, as one prefers.

The material chosen for the smaller bathroom with shower is carrara structural glass in soft, light blue. This has the color in the glass itself—colored in the molten state, and then one side cut and highly polished.

This type of structural glass comes in several colors and black and white. The black and white are very satisfactorily combined with colors or used together in modern scheme effects. Designs are sand-etched on this, if desired, and are most lovely in a quiet but striking way. These etched or carved designs are worthy of any room in the house.

A different type of structural glass is chosen for the larger bathroom with its recessed tub. This is a clear plate glass, ground and polished, which has the design and color applied to the back. The color is fired on the glass, an electric process spreading a protective film so that the painted surface is not marred in installing.

The sections of this glass are applied direct to the wall with mastic or cement process, as with the other type, and it becomes a permanent, waterproof surface of crystal glass on the outside with design underneath.

In addition to use on walls, this glass is extremely interesting in shelves and in mirrors; and it can be applied on old walls.

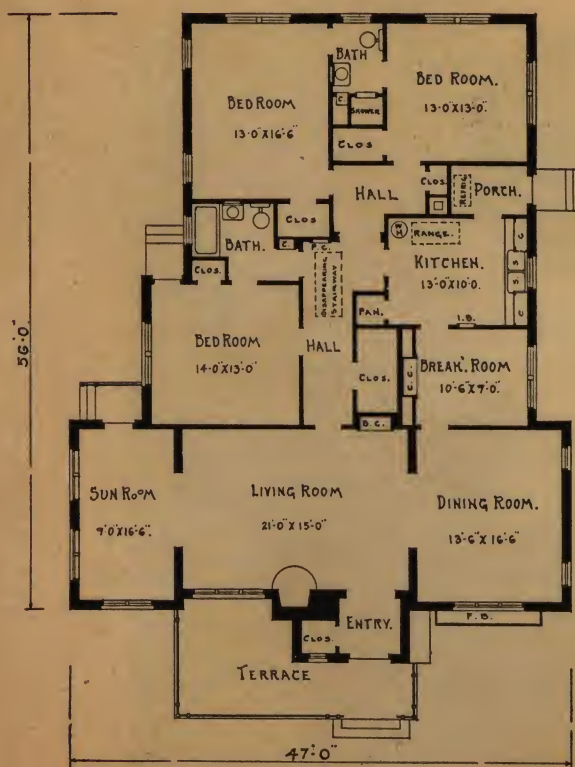




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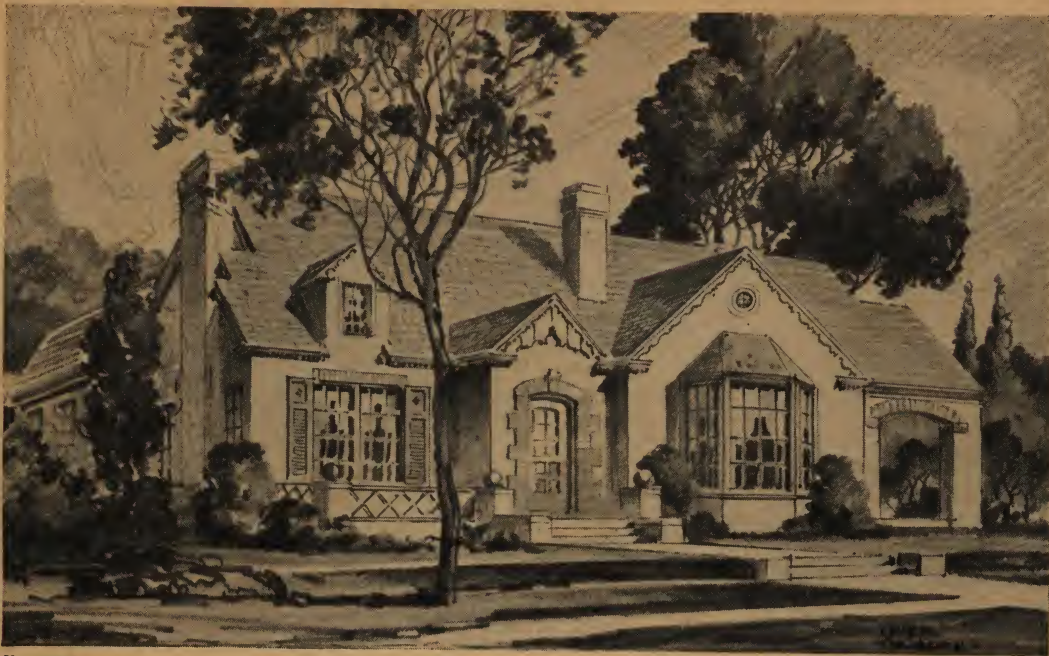
Complete plans and specifications, \$15

An Ideal Home for Entertaining



THAT this brick-veneer home is exceptional both in the floor plan and individuality of design is obvious. The arrangement of sun room, living room, and dining room across the front, with large plastered arched openings from both the sun room and dining room to the living room, provides an unusual amount of space for entertaining and also a feeling of spaciousness that is quite desirable.

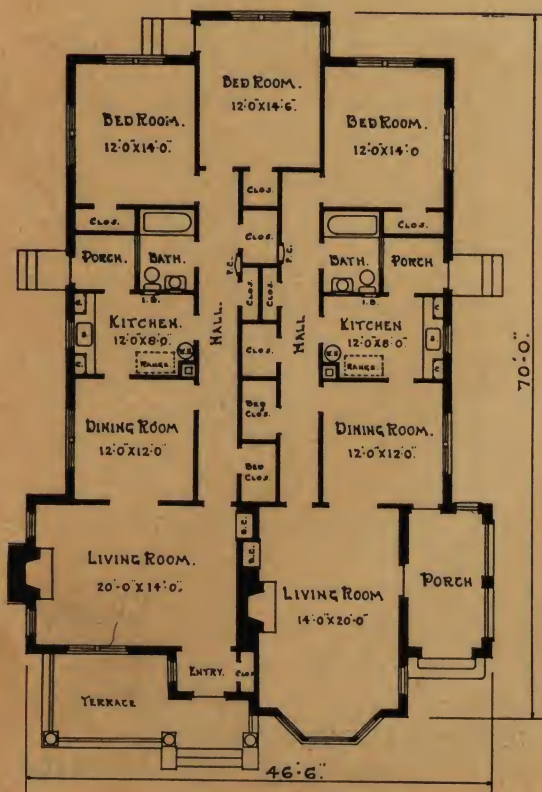
The entry, in which a coat closet is provided, also has a plastered arched opening into the living room similar to the other arches mentioned. Other things readers are urged to observe are a large hall closet, direct bath access for all bedrooms, linen cabinets in baths, pantry, bookcase in living room, china closet in breakfast room, and outside doors to front bedroom and sun room.



No. 20456

Complete plans and specifications, \$15

A Homelike Duplex



BELIEVING that a great many people—especially those building with the intention of making their home in one half of a duplex apartment—desire to build something as distinctive as is to be found in the better cottages, HOLLAND'S is offering its readers a brick-veneer two-family cottage that has everything in appearance, modern design, and home-like feeling that could be expected in a one-family dwelling.

This house not only could be built with pleasing effect in almost any face brick of good color, but also would produce an unusually pleasing effect in common brick painted white. Complete access to all rooms from the halls is a convenience offered by this plan that too often is not achieved in the planning of duplexes.

Besides an unusual number of closets for a duplex, this plan also has a bedroom so placed that it can be opened into either side by the placing of a door into the other hallway, thereby promoting complete flexibility.



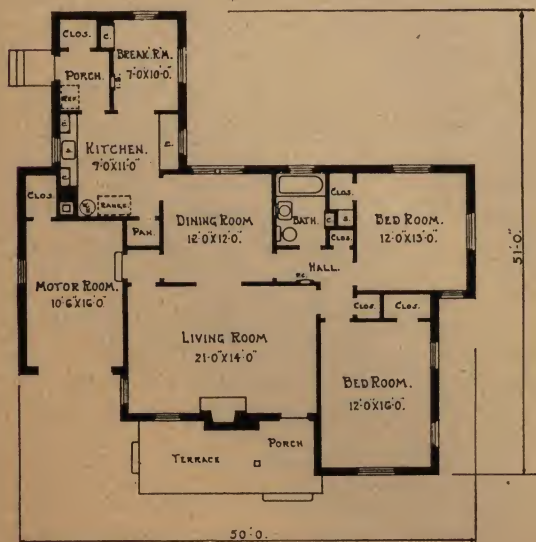
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Complete plans and specifications, \$15

A Residence Indigenous to the Southwest

A DEVELOPMENT of fairly recent date that has justly received considerable popular support, is derived from the early homes of the Southwest. Part of this growing popularity is traceable to the fact that quite pleasing results can be achieved without a great deal of expense, especially when common brick, painted white, is used.

The increasing appreciation of the convenience of an attached garage indicates that it is quite probable the average house of the future will be so arranged. It will be noted that the motor room does not open directly into any room, but into a small entry, providing access to both the living and dining rooms. The walls and ceiling of the motor room are of V-jointed car siding, with the car siding on the walls applied vertically. When the painter has finished, this produces a room that has every appearance of belonging to, and being an integral part of, the house.



The conveniences of the remainder of the floor plan are readily apparent, especially the kitchen with its refrigerator and range on either side of the cabinet. The kitchen cabinet next to the breakfast room is really a built-in desk or table, being open in the middle with doors and drawers on either side, and having a window that extends almost to the table top.

**Make the Beautiful South
MORE BEAUTIFUL!**

The Modern Kitchen

THE kitchen is no longer a prosaic place. With the beauty and smartness being put into the new ranges, refrigerators, and even water heaters, it now holds its own with any room in the house for attractiveness.

In the kitchen illustrated, the porcelain console stove has complete oven insulation, automatic oven heat control, new drawer-type smokeless broiler, and the simmer burner. This simmer burner is one specially constructed for slow heat when a food is to be kept warm or cooking at a low temperature for a long time; and it won't blow out.

Notice that here the broiler is above the oven. This arrangement is most satisfactory for the family that eats broiled instead of fried meats.

However, if you like to make biscuits and bake light bread, or if your family must have pie or cake every day, you would select a model with the oven above the broiler.

Notice also the heat deflector on this stove, shown behind and above the broiler, just in front of and below the two butterfly pot holders hanging on the wall. This diverter or deflector throws the heat up into the room and away from the wall so that the paint on the wall is never scorched and blistered. The stove is white-

and-gray porcelain with platinum handles and black trim.

The hot-water heater is one of the round automatic storage tanks, in the same light gray tone as the sides of the stove. Heating engineers tell us that the average home has a water heater under the capacity the family wants it to supply.

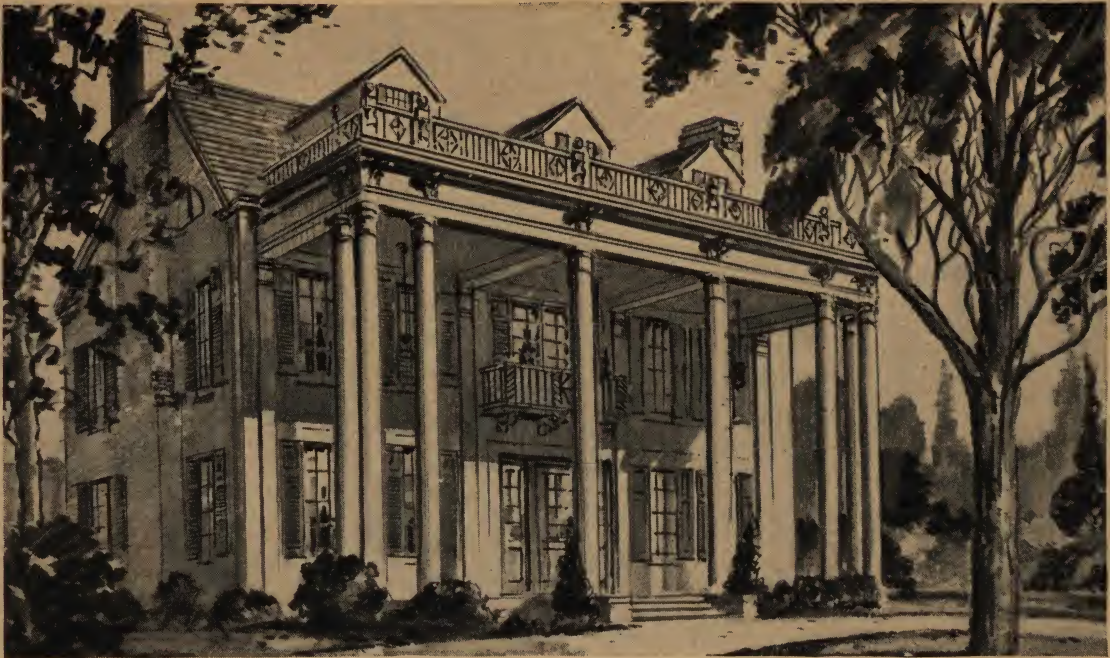
These engineers advise families of three persons to have the thirty-gallon heater, as they have found that the twenty-gallon heater is not sufficient except for the family composed of one child and two adults, which uses hot water in reasonable quantities.

Hot-water heaters are of twenty-, thirty-, forty-, and fifty-gallon capacities. The surface of the heater shown in our kitchen is as easily kept as that of the stove.

In front of the water heater is one of the portable kitchen and bath radiant heaters. There is a handle at the top for easy handling.

The refrigerator seen through the arched opening is especially nice. The white finish does not chip, is so durable it can stand hammering, and is highly resistant to rust and grease. Its silent operation and quick, thorough freezing unit are two of the things women like most about the mechanical refrigerator.





No. 20426

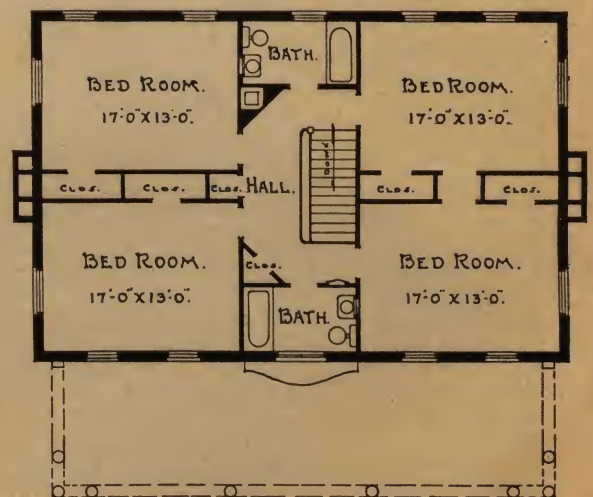
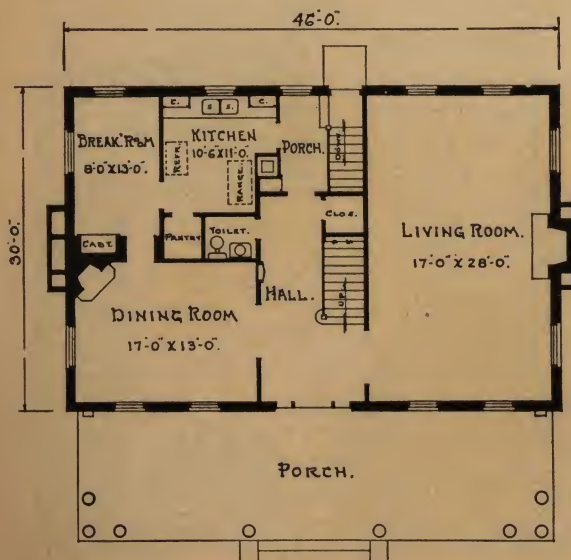
Complete plans and specifications, \$25

A Stately Southern Colonial

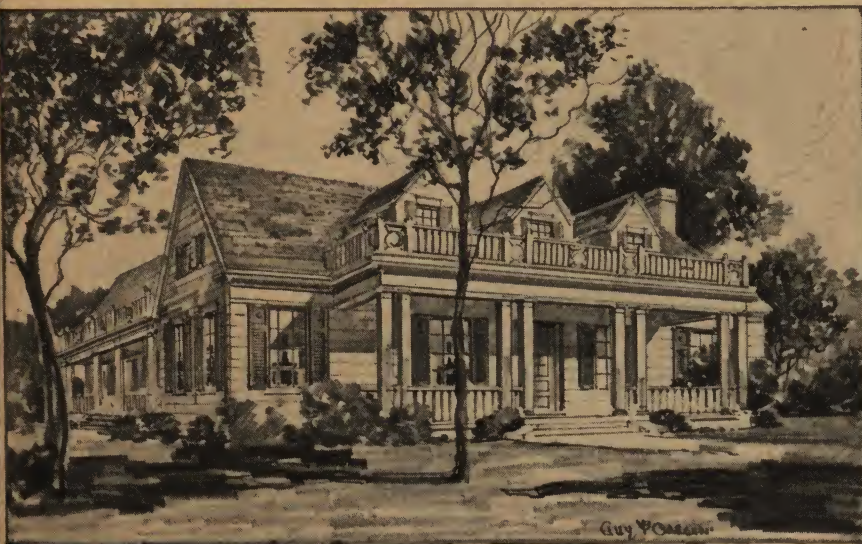
THIS stately Colonial brick-veneer house with its two-story porch has no right, aside from the floor plans, to lay claim to any originality; but it does have every right to be proud of a design the ancestry of which reaches far back into the history of the South—a type so exquisite in its original conception that it has continued through the years to be greatly appreciated by a large number of people.

The economy of a house of this type in relation to the effect achieved, especially where the entire house with the exception of the porch is under one roof, is possibly greater than could be attained in any other way. Obviously the floor plan is convenient and uncrowded, even to the stair hall, which is large enough not to give a feeling of being crowded and also to provide sufficient space for an adequate view of the beautiful stairway.

Some of the other features of the floor plans that are most worthy of mention are: basement with stairway from kitchen porch; downstairs toilet; pantry; a wealth of closets; and convenient arrangement of baths.



Individuality in Colonials

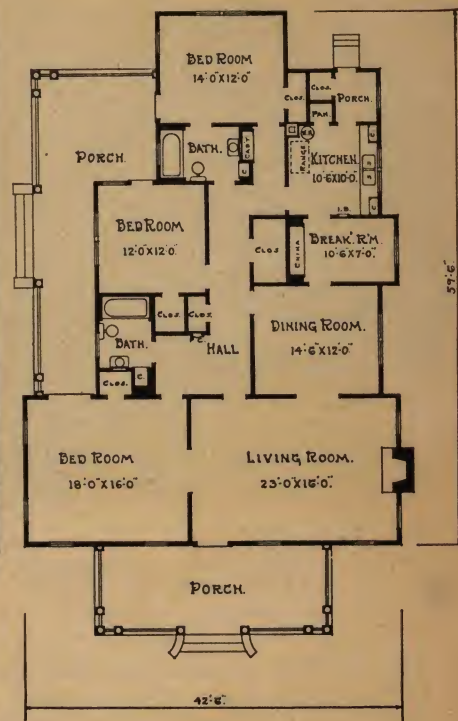


No. 10529

Complete plans and specifications, \$15

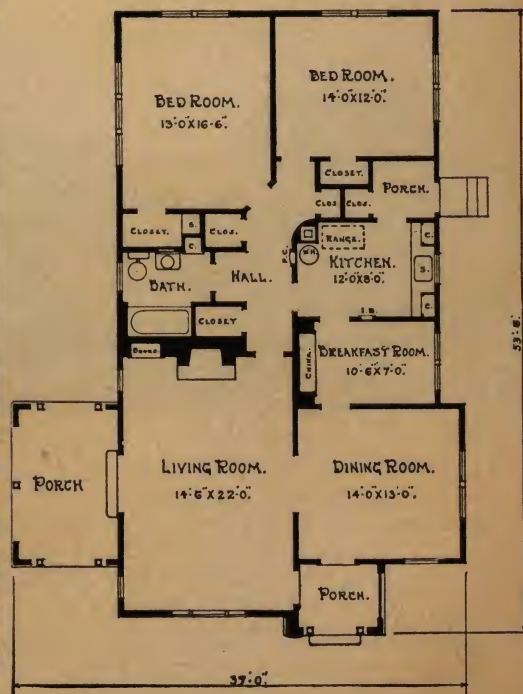
PLAN No. 10529 will no doubt interest those persons having a north-front lot in those portions of the South which have a prevailing breeze from the southeast. The side porch on which the three bedrooms open has the same attractive treatment as is used for the front porch, providing, with the front porch, an unusual amount of porch space.

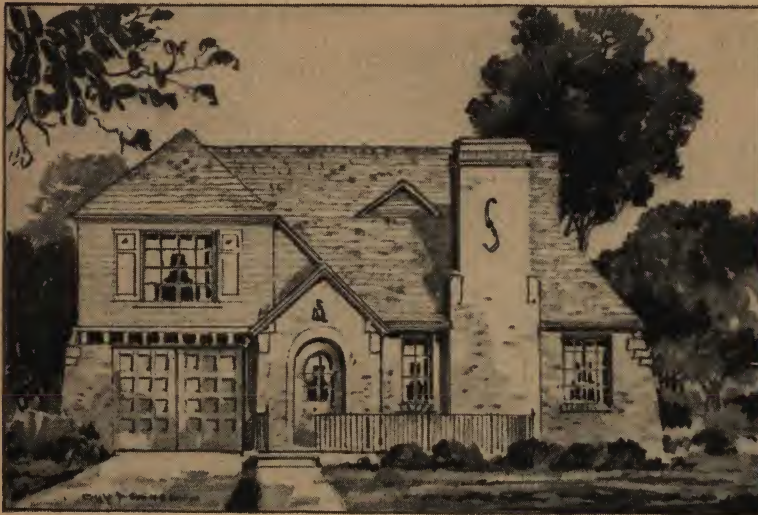
Both of these plans are conveniently arranged, and are amply provided with the conveniences that should be found in a modern home.



No. 10528

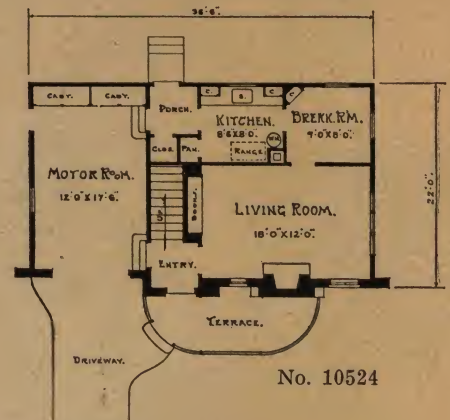
Complete plans and specifications, \$15



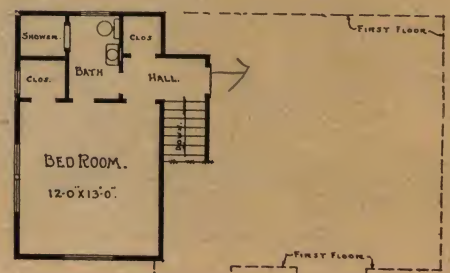


No. 10524

Complete plans and specifications, \$15



No. 10524



A Studio Cottage

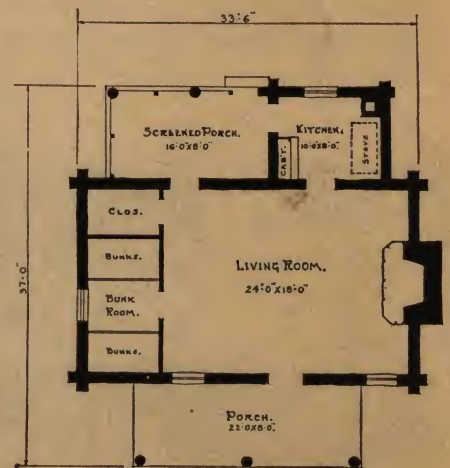
THIS frame studio cottage with built-in motor room is intended to provide at a minimum expense, considering the charming effect achieved, a comfortable, fully equipped home for those persons who are not satisfied with the space afforded in the average apartment. This was designed to afford a compact, convenient floor plan, and at the same time to achieve an arrangement that would assure an attractive, unusual front.

Besides the many other conveniences, including two doors to the garage, probably the most clever achievement is the short flight of stairs to the bedroom over the garage, the ceiling of which is 2' 6" lower than the ceiling of the living room.



No. 10522

Complete plans and specifications, \$15



A Log Camp House

THIS sturdy camp house of pioneer unbarked-log construction presents a simple, pleasing appearance which will not produce a discordant note in surroundings unspoiled by the touch of civilization. The living room, to which most of the space has been rightfully given, has a massive stone fireplace designed to burn logs.

The Studio Home



THE little house that has one room for the car is gaining rapidly in popularity, and today is furnished as attractively as any large home. In furnishing it, of course, the smallness of the rooms must be kept in mind. For example, only the living room of the studio cottage (see opposite page) exceeds the garage in size, and that by only six inches in length; but everyone who sees this little home furnished appropriately wants to move in.



The furniture in the dinette is maple, and the few pieces are scaled to the room, and harmonize instead of being parts of a suite. Even the oval hold-back on the drapery is of wood stained to match the furniture. The rug is hooked, in dark gray, orange, dark blue, russet, and black.

The bedroom furniture is Early American cherry of handmade type. The wheel-shaped headboard is attractive and avoids the appearance of heaviness, and the footboard is decorated with an unusual open-work design.

We believe the table-and-cabinet combination beside the bed is much more serviceable than the usual night table without a closed compartment. The lamp has a blue-green pottery base and white shade.

The chest has three large drawers. The roomy box on top has a mirror inside the lid.

The dressing table has three drawers on each side of a shelf, with a solid back extending up to the shelf; and the chair is comfortable, with a wide seat and back. The lamps are small blue-green pottery jars with white shades.

Not shown in the photograph are a cherry pedestal in front of the double window, for books or magazines and the sewing basket; a comfortable chair beside it; and a tall wing chair.

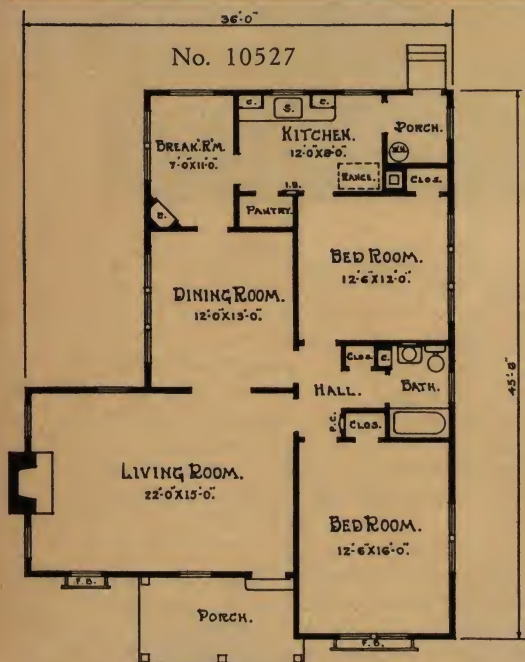
The walls throughout this little house are papered, and each pattern is selected to give each room the illusion of greater size. Choosing patterns from the new wall papers is a gay adventure in the realm of color and design, and the correct papers form delightful and proper backgrounds for the carefully selected furnishings.

The entire house, treated in this way, is one to enjoy; and it has an abundance of both beauty and comfort—two essentials never dependent on the number or size of rooms in making a home desirable.



Two Attractive Frame Cottages

Complete plans and specifications, \$15



THAT the small, inexpensive frame house need not be unattractive has long been the contention of the writer of these articles. The unattractiveness of so many of them—in fact, one might say most of them—is in a great many instances due to the feeling of the owner that he cannot afford to spend any of the small amount of money available for architectural service.

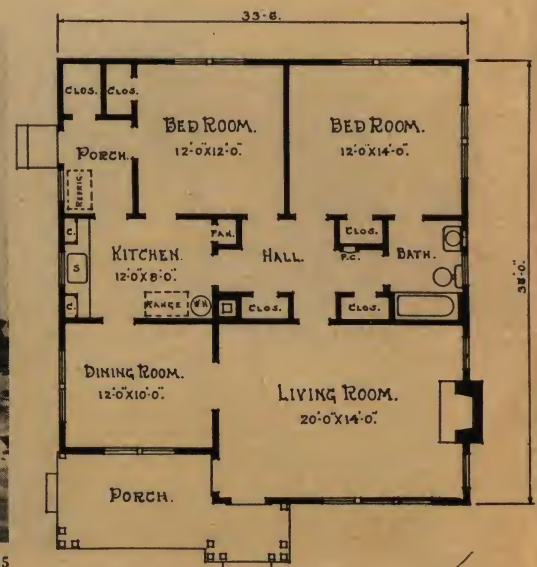
The plans featured here are intended to offer a solution to those confronted with this problem. It is estimated that plan No. 10526 can be built for approximately \$2,500, and plan No. 10527 for approximately \$3,000.

That these frame houses are attractively, conveniently, and economically planned is evident at a glance. Both plans have halls affording convenient access to the various rooms of the house, together with ample closet space and the usual cabinet conveniences, including a telephone cabinet and ironing board.



No. 10526

Complete plans and specifications, \$15

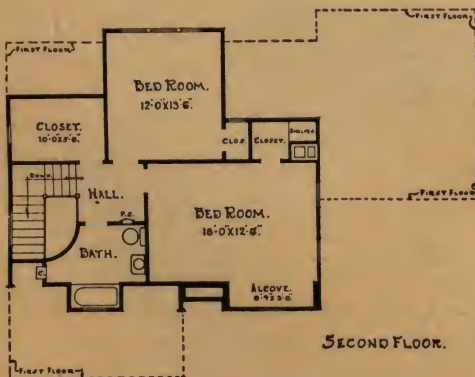
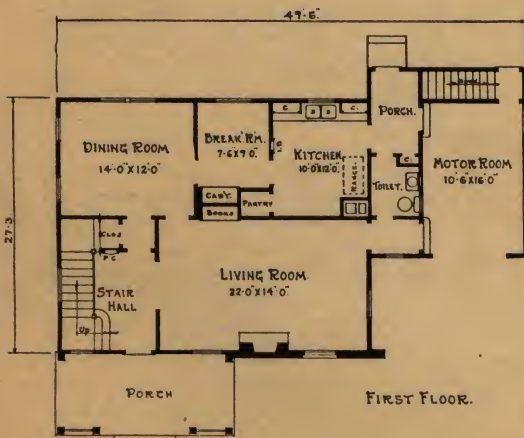




No. 10525

Complete plans and specifications, \$25

A Modern American Story-and-a-Half



THE home here achieves a clever effect of masonry on a frame house by extension of the brickwork of the chimney to the corner of the living room. The brickwork of the chimney and adjoining wall is of common brick, painted white, and the remainder of the walls are covered with the popular wide bevel siding.

A little study of small-house designing would probably convince most people that the greatest possibilities for achieving an attractive small house lies in the story-and-a-half arrangement, since it presents much the same opportunities for molding the units into a pleasing arrangement as is offered by the much larger homes presenting a greater number of units to be utilized in creating the desired effects.

The arrangement of the motor room, toilet, service porch, and basement stairway results in a number of very desirable conveniences: separation of the living room from the motor room by a short passage; passage entrance from the front to the toilet; access to the toilet from the rear; access to the motor room from both front and rear of the house; and a grade entrance to the basement so placed that none of the dirt connected with the use of the basement is brought into the house, while at the same time retaining the same convenience of access to the basement stairway that would obtain were the basement stairway connected with the house proper.



No. 10514

Complete plans and specifications, \$25

A Rambling English Stucco

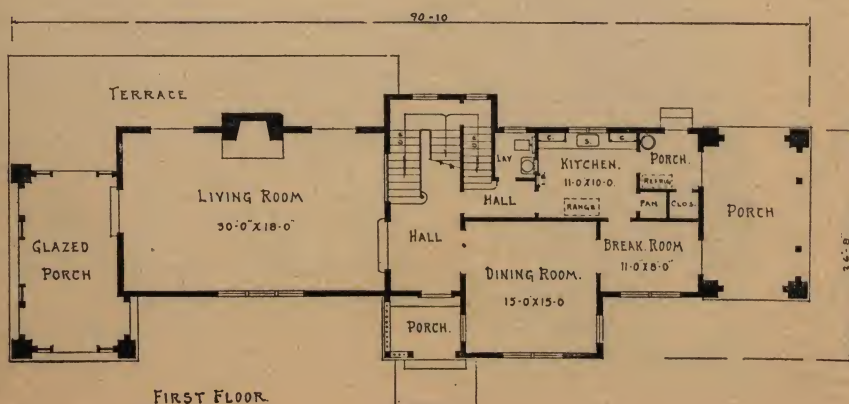
THE house offered our patrons here is exceptional in so many ways that it is difficult to decide the order in which to discuss its outstanding features. Probably the most important things are the extreme width, since it is largely responsible for the beautiful front, and an arrangement providing ideal ventilation and convenience.

The principal exterior materials are slate shingles, copper gutters and conductors, stucco, rock, and steel case-

ment windows. The use of two-by-six studs for the exterior walls provides sufficient width to permit a return of the stucco at the openings, so that the effect is the same as that achieved by a masonry wall. The walls have a belt course of rock veneer extending up to the bottom of the first floor windows.

An important thing about the house that is not readily appreciated when studying the floor plans is the charming appearance of the arches opening into the hall from the living room, particularly the one that shows a portion of the stairway with its ornamental-iron railing.

A kitchen stairway, downstairs lavatory, three porches, large terrace, and den are some of the things found in this plan which contribute to its desirability.

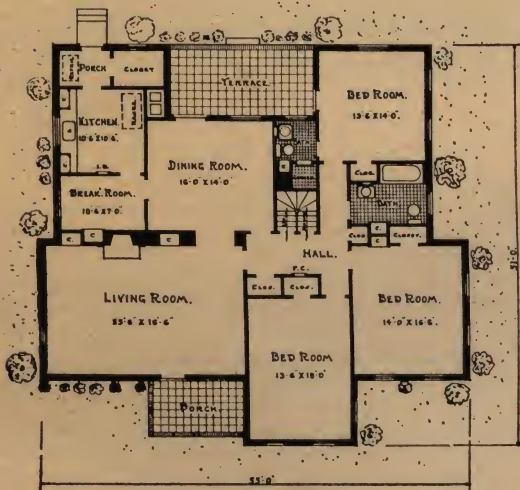




No. 20421

Complete plans and specifications \$15

An Early American Home



No. 20421

THIS Early American brick-veneer house, of common brick painted white, with green blinds and a green shingle roof, is a revelation of what can be achieved in modern small-house design. The better examples of early farm houses have left us a rich heritage which, if properly developed, can produce a house that is not only attractive and livable, but much less expensive than the European types.

The cement floors of the terrace and porch are marked off in twelve-inch squares, and both have a red-brick border. The ceiling and walls of the beamed living room are of knotty white pine, finished natural; and to preserve the atmosphere established by these materials, the floor is of random-width V-jointed wide oak boards. The opening between the living room and dining room has wide-paneled jambs, and the dining room, in turn, opens through double French doors to a

terrace, which will afford a delightful summer dining room for those who like to dine out-of-doors.

The stairways to the basement and the attic provide the most economical arrangement possible, since the basement stairway goes down under the attic stair.

See your lumber dealer, building-and-loan association, banker, or other financing agency for complete details about low-interest, long-term home-building loans insured by the FHA



No. 20454

Complete plans and specifications, \$15

A Camouflaged Duplex



THIS brick-veneer duplex is so completely disguised that there is nothing from the outside to indicate it is other than a residence. This disguise is further achieved by a clever arrangement of the sidewalk, which appears to be the conventional sidewalk of a private residence, with merely the logical addition of steps to the porch.

Since this is a comparatively small duplex, the front has no expensive detail or construction, but depends for its beauty on general proportion and the correct placement of a small amount of inexpensive detail.

This duplex is expected to appeal especially to the person who desires a comfortable home, but wishes to have a compact efficiency apartment to help carry the burden of paying for the house. While each apartment has only one bedroom, closets for roll-away beds provide two-bedroom accommodation in cases of emergency.

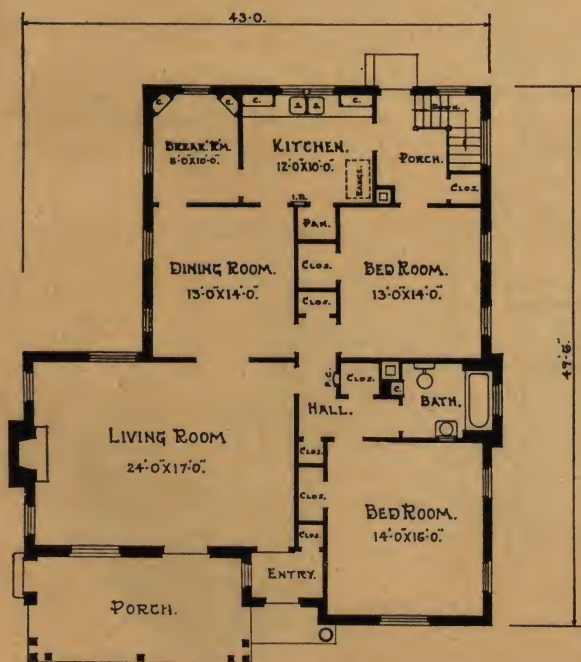
Contrary to most small duplexes, this house has sides that are really attractive, achieved by both rear and front gables, with a flatter roof between the gables.



No. 20452

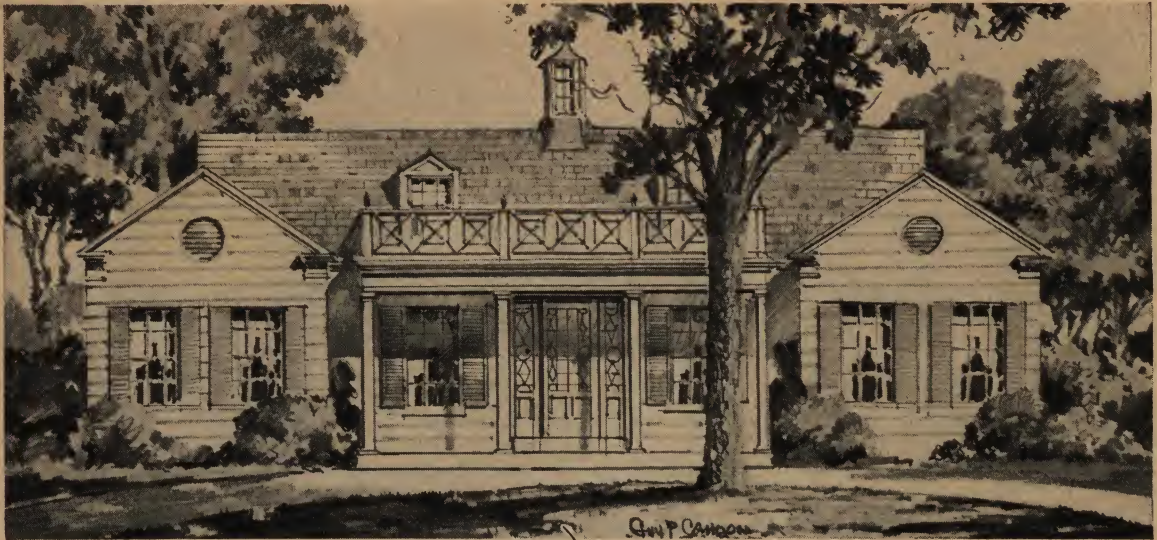
Complete plans and specifications, \$15

A New Idea in the Colonial Manner



THAT the so-often-heard objection to Colonial houses—that they are old-fashioned, stereotyped, and conventional—is not necessarily true is ably proved by the refreshingly original, yet unquestionably authentic, brick-veneer cottage here. The lack of development and use of the Colonial design for cottages must be traceable to the traditional inclination to think of the Colonial house as two-storied, expensive, and imposing, which has not given the Colonial cottage its proper place in the field of small-house design. In fact, anyone bold enough to assume the risky position of a prophet would have a very good chance of being correct in prophesying that the Colonial cottage is about to come into its own in the appreciation of the general public.

This design would produce a pleasing effect if excuted in common brick, painted white, which would give an excellent contrast with green blinds and green roof and blend nicely with the ornamental stonework around the front door. Some of the conveniences of the floor plan not always found in a cottage are a front entry which permits a door to the bedroom, should the owner so desire; a door from the rear porch to the other bedroom; a conveniently placed basement stairway; a small and convenient hall; and ample closet space, plus a pantry.



No. 10520

Complete plans and specifications, \$15

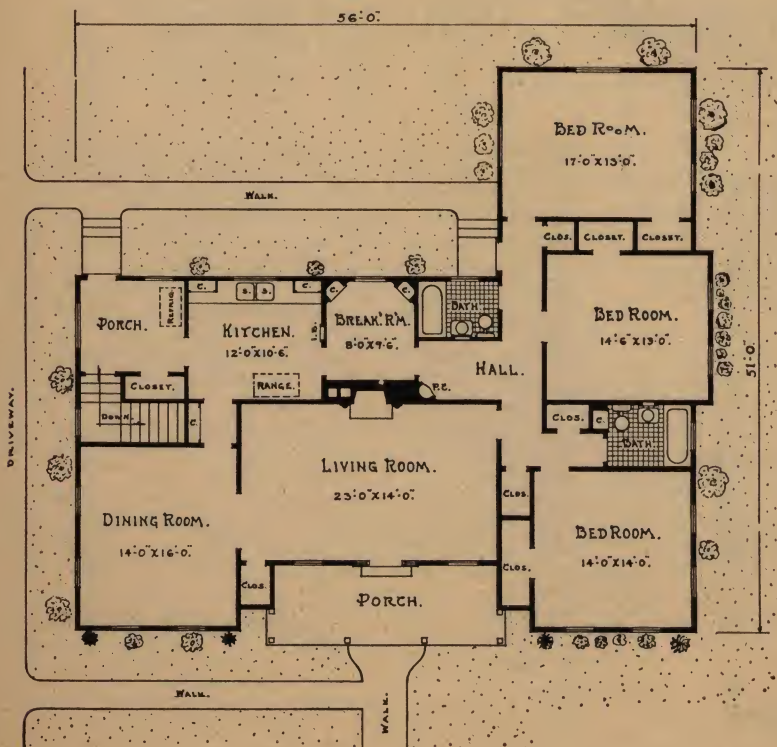
A Little Mount Vernon

NO DOUBT the reader will observe that the purpose of the designer in executing this frame Colonial cottage was to capture as much as possible of the atmosphere of Mount Vernon, which is so dear to the American public, not only because of its historical significance, but also because it is a beautiful Colonial creation. It is our belief, and the purpose to which this design is dedicated, that the small inexpensive home need not be unattractive, provided plans are available in which the same expert attention to the small house has been given that is usually given to the larger and more expensive house.

The siding used is 10-inch beveled white-pine siding, mitered at the corners and to the casings, with an exposure of 8 inches from lap to lap.

This siding is applied over tar-impregnated, waterproof building paper and diagonal shiplap storm sheathing.

An unusual floor plan has been achieved without any sacrifice of convenience, and includes practically all the requirements for a modern cottage of this size.



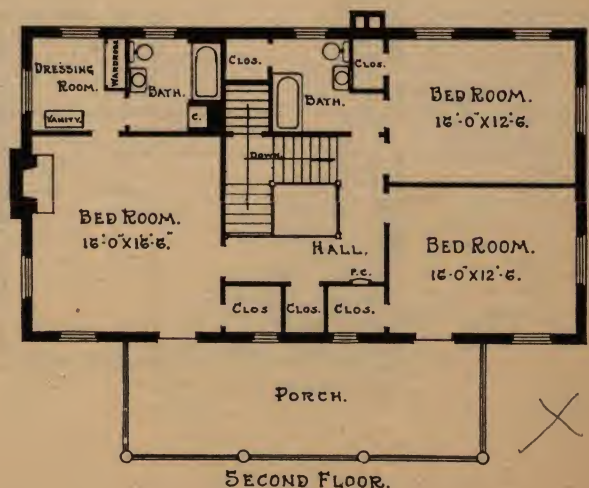
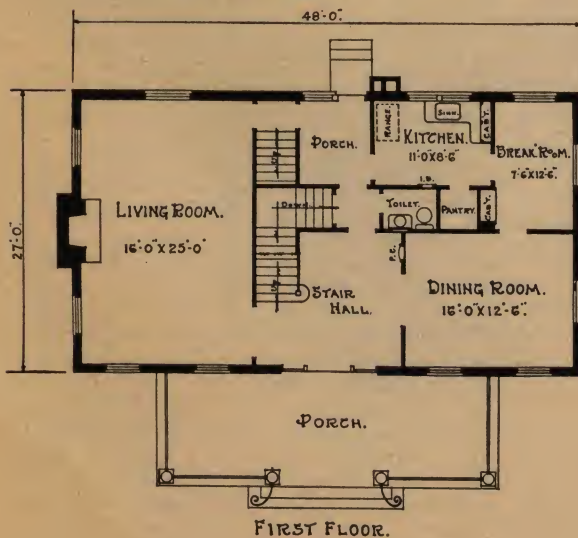


No. 20450

Complete plans and specifications, \$25

A Southern Colonial

THIS two-story brick-veneer Colonial, with its two-story porch, stately tapered columns, and shuttered windows, breathes the spirit of the Old South, and clearly reflects the demands of a people who required that their homes be not only beautiful, but practical and thoroughly livable. This house is unusual in that both floors are within the same rectangle, providing an inexpensive foundation and the most economical roof that could be had to cover the same amount of floor space. This economy has been achieved without accepting anything awkward in floor-plan arrangement, and also has produced an exterior that is attractive viewed from any angle. The spacious hall connecting the large living room and the dining room provides an excellent view of the beautiful stairway, which could hardly be fully appreciated in a small hallway in which a proper perspective could not be had. The front stairway goes up over the basement stairway and connects at the landing with a stairway from the rear, an arrangement that reduces the cost to a minimum. The basement is the width of the stair hall, extends from front to back of the building, and has a clear ceiling height of 7' 6".

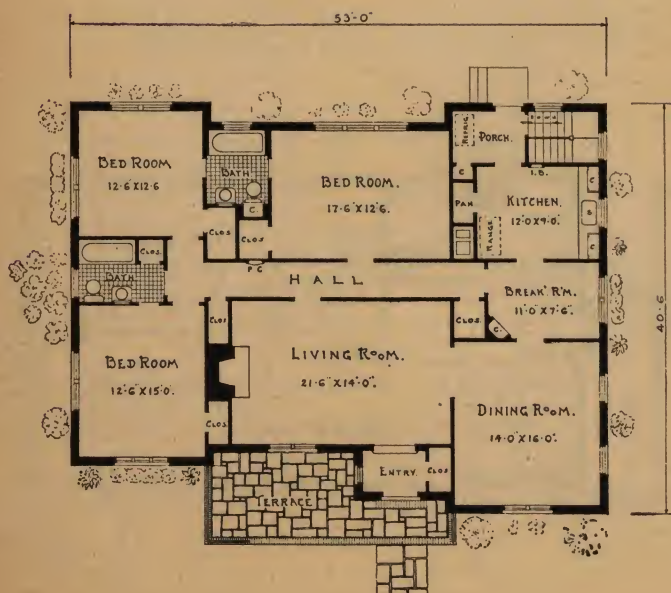




No. 20422

Complete plans and specifications, \$15

A French Cottage



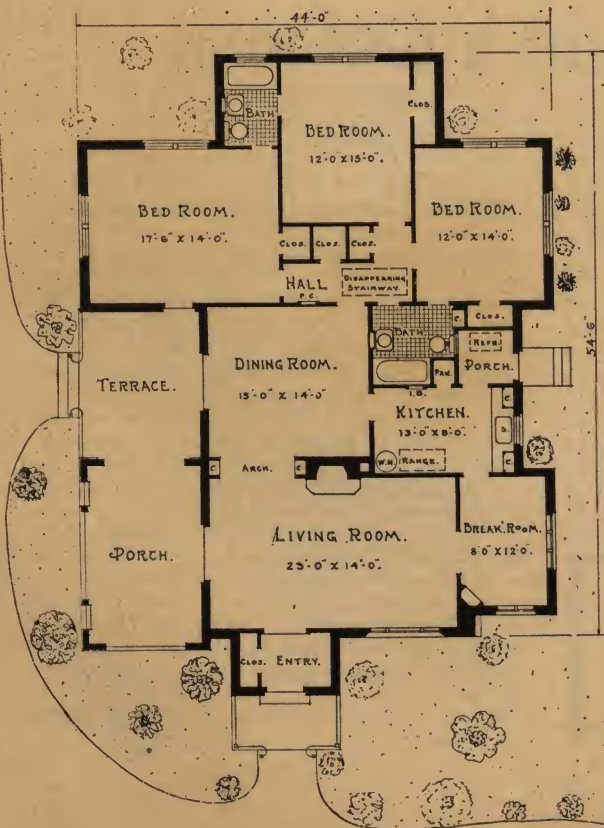
THOSE people who feel that the possibilities of French influence in small-house design have not received the proper attention, will surely be pleased by the sketch presented this month. The choice of this style for this brick-veneer, slate-shingled house has permitted not only the use of different detail and arrangement, but also the introduction of a variation in the handling of common materials, particularly in regard to the brickwork, which is a field of common brick, painted white, with trimmings of red face brick. One other point perhaps worthy of mention is the use of copper for dormer covering, ornamented ridge, gutters, and conductors. The iron-railed, brick-bordered slate terrace was given especial attention, and is an important part of the effect achieved. The more-than-average width of the house has permitted an unusually convenient arrangement of baths and bedrooms, in that each bedroom has direct access to a bath while also permitting the opening of one of the baths into the hall. Ample closet space, basement with stairway from service porch, entry and entry closet, pantry, and broom closet on service porch are among other things that recommend this floor plan.



No. 20420

Complete plans and specifications, \$15

A Distinctive English Cottage



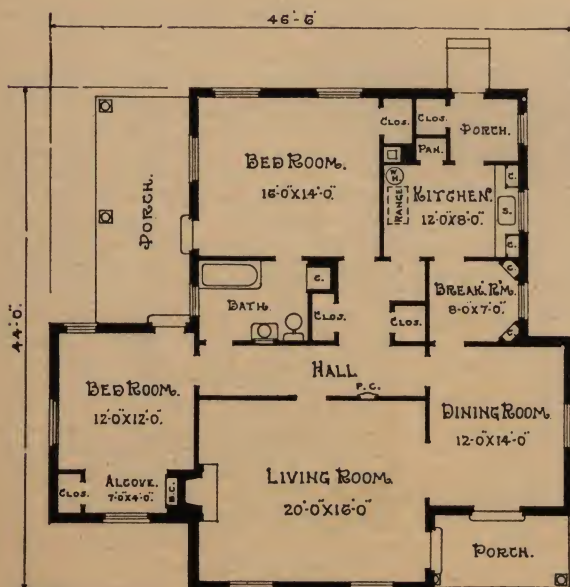
THIS brick-veneer English cottage is an exceptionally authentic adaptation to American needs and construction. It provides an excellent example of what can be achieved with the proper handling and combination of various materials in the construction of an English house. The porch, entry, and breakfast room have a heavy-timber and pattern-brickwork treatment; the large gable is of paneled stucco; and the leaded casements of the living room are ornamented with stone, molded at the top. The convenient floor plan has at least two outstanding features: the porch and terrace connecting with the living room, and bedroom; and the grouping of the three bedrooms at the rear without sacrifice of convenience, so that they may be separated from the remainder of the house with the closing of one door. This bedroom arrangement also provides ideal directional facing for the portions of the South that have a prevailing summer breeze. It also enables the placing of baths so that direct access to each bedroom is provided. The large, gracefully curved arch, with the bookcases set in a wide jamb, is an interesting interior detail, although it is difficult to describe so as to receive full appreciation.



No. 20449

Complete plans and specifications, \$15

Individuality in a Colonial



THE brick-veneer cottage offered here is a one-story adaptation of an old, often-used, and much-admired two-story Colonial arrangement. This house would look equally well (depending on individual preference) done in common brick painted white, or in the conventional red face brick. The use of green blinds and a green roof in either case would produce a very pleasing effect—the remainder of the woodwork, of course, being done in white. Should a less subdued appearance be desired when using red brick, it could be obtained by painting the blinds and the rest of the woodwork white. In localities having a prevailing south breeze, the placement of bedrooms and connecting porch produces an arrangement ideally suited to any exposure except a south front, it being necessary, of course, to reverse the plan completely for a west front. The privacy and convenience of the bedroom porch will no doubt meet with the approval of a great many readers who have been looking for just this arrangement.



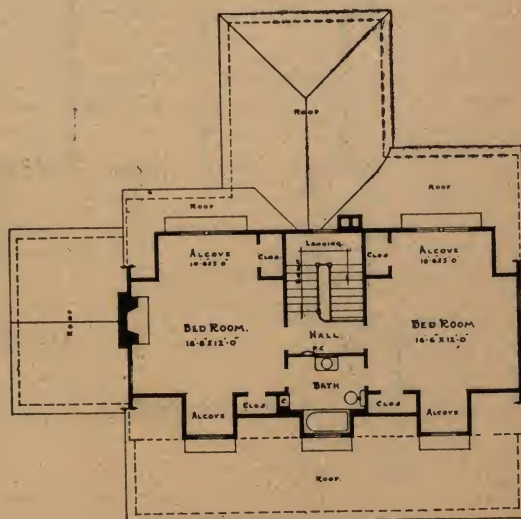
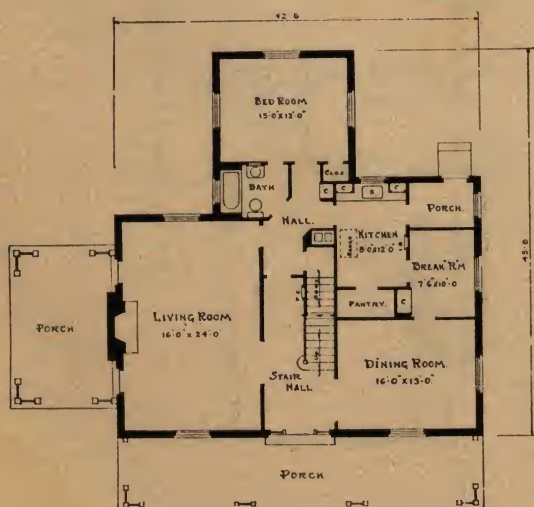
No. 20446

Complete plans and specifications, \$25

A Perfectly Ventilated Colonial

THIS story-and-a-half brick-veneer Colonial has been planned without any undesirable features in the second-floor bedrooms, which have full, unbroken ceiling heights of 8 feet 6 inches, and ample ventilation, achieving the charm of a story-and-a-half treatment without the usual objections. The living room, stair hall, and dining room, with their conventional Colonial arrangement, have a ceiling of 11 feet, while the remainder of the downstairs is 9 feet.

Special attention has been given to the front rooms, the living room and dining room having a panel wainscot three feet high, and the stair hall a beautiful stairway with turned newels and balusters. The remainder of the house is in keeping with the features mentioned, rounding out a harmonious whole.



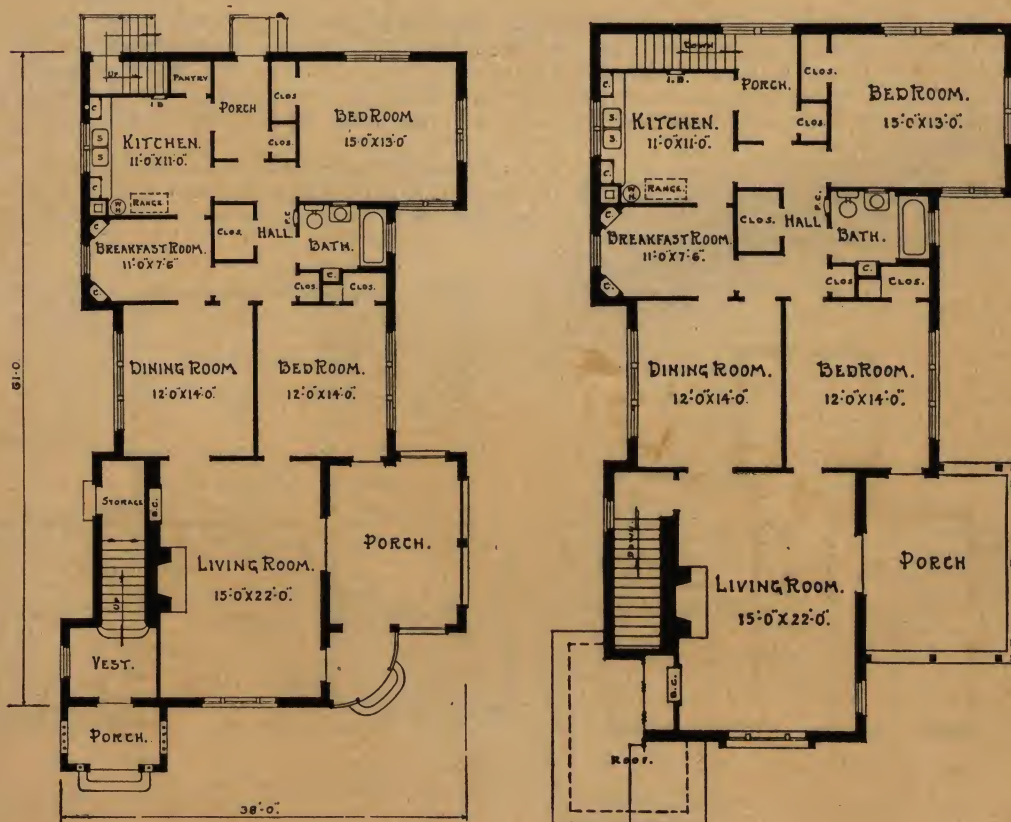


No. 20445

Complete plans and specifications, \$25

A Disguised Duplex

PROBABLY the most often-heard criticism of apartments is that they do not look like homes. It is the purpose of the designer to offer to the readers of this page a design that does not have this fault, and he hopes the reader will agree that he has thoroughly succeeded. The second floor has its own front porch and entry, and a wide, uncrowded stairway, probably the most neglected part of the average two-story apartment. The plans for both floors were laid out exactly as they would have been for a cottage, and have the same conveniences of arrangement, ventilation, closets, and cabinetwork. This half-timbered, brick-veneered apartment has a wood-shingle roof, oak and tile floors, and plastered walls, except the baths, which have tile wainscots.

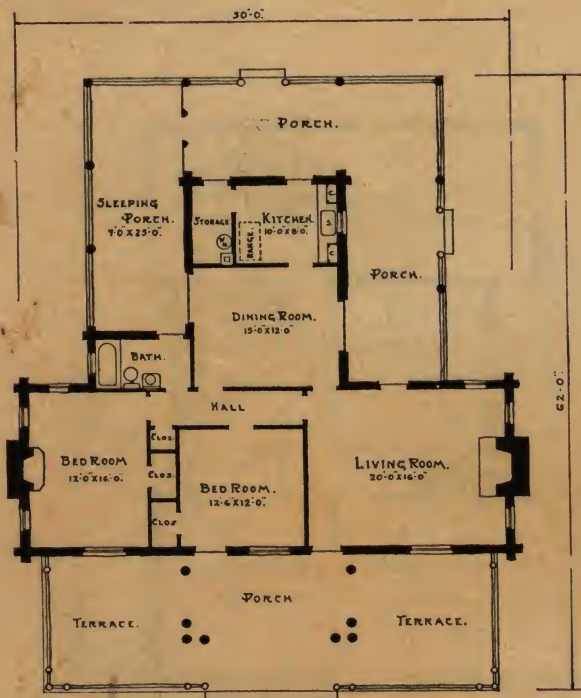




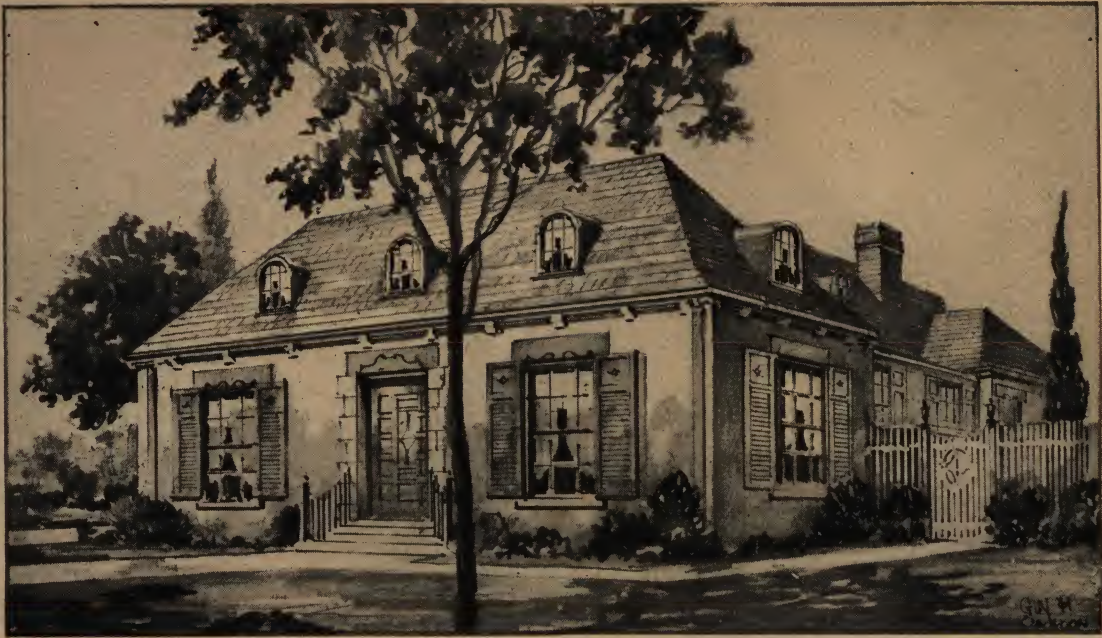
No. 10552

Complete plans and specifications, \$15

A Real Log Cabin



SURELY no one who loves the out-of-doors could look at this sketch without feeling a warming of the heart and remembering again the pleasure in getting back to nature, and also a long-felt desire for just such a cabin as this. This plan contemplates the use of real unbarked chinked logs for the exterior walls, with foundation and chimneys of native rock, giving a true log-cabin appearance. Where these materials are not available, log slabs, or log siding obtainable at lumber yards, and brick could be substituted for the logs and stone with pleasing results. While a chinked-log effect will be obtained where the walls are exterior walls, it was thought best for structural reasons to make the interior partitions of frame, covered on each side with vertical V-jointed shiplap. The floors are to be of random width V-jointed material and the fireplaces of natural stone. The ceilings are to be V-jointed car siding, with exposed log beams. The effect of these log beams is particularly pleasing in the living room, the ceiling of which is raised about halfway up the rafters. All of the porch at the rear, including the screened sleeping porch, has the same treatment as the portion shown in the sketch. If desired, the bathroom could be omitted and the size of the sleeping porch increased by that amount; and if a much smaller cabin is required, the entire rear portion of the cabin could be omitted and a lean-to porch, the same as shown at side in the sketch, built entirely across the back. This would necessitate using the middle bedroom for a combined kitchen and dining room.



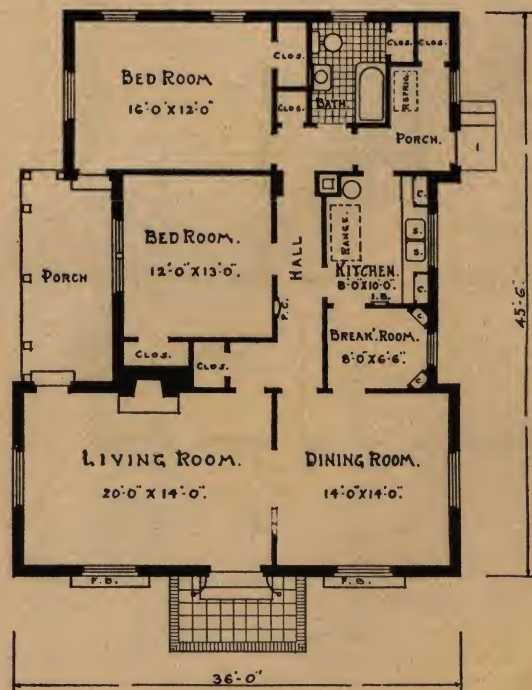
No. 20423

Complete plans and specifications, \$15

A Petite French Cottage

FRANCE, whose people are universally known for things artistic, furnished the inspiration for the delightful little home shown this month. For the owner who must build a small house, but desires the attractiveness more often found in larger houses, without an unreasonable expenditure, this house no doubt will be of interest. Generally speaking, real designers would much rather a small house admitted frankly its size, the extra money being spent for beauty, rather than attempt to make the house look more imposing than it really is.

The just-right, hospitable atmosphere achieved here gives assurance that the builder will have something that will grow in appreciation with the years. The convenience of the floor plan is so evident at a glance that it is hardly worth while to discuss it at length. However, the convenient, comfortable, and secluded side porch, hall access to every room, and generous closet space are worthy of special mention. This design lends itself particularly to the use of common brick, painted, but the lighter shades of face brick could be used effectively.

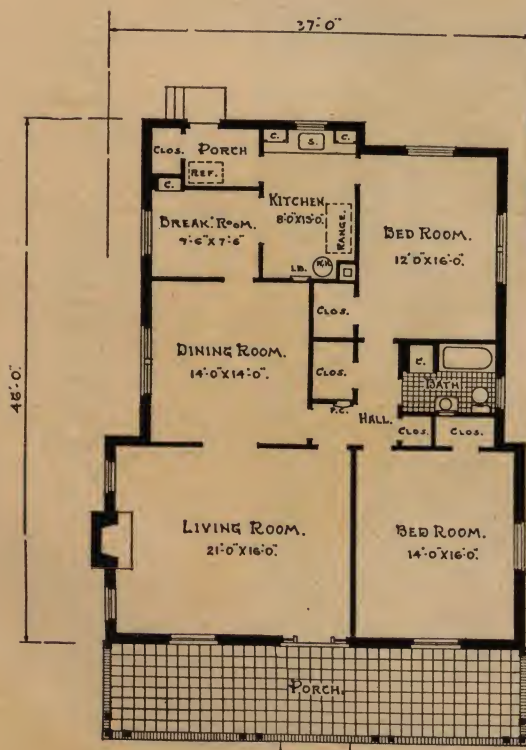




No. 20425

Complete plans and specifications, \$15

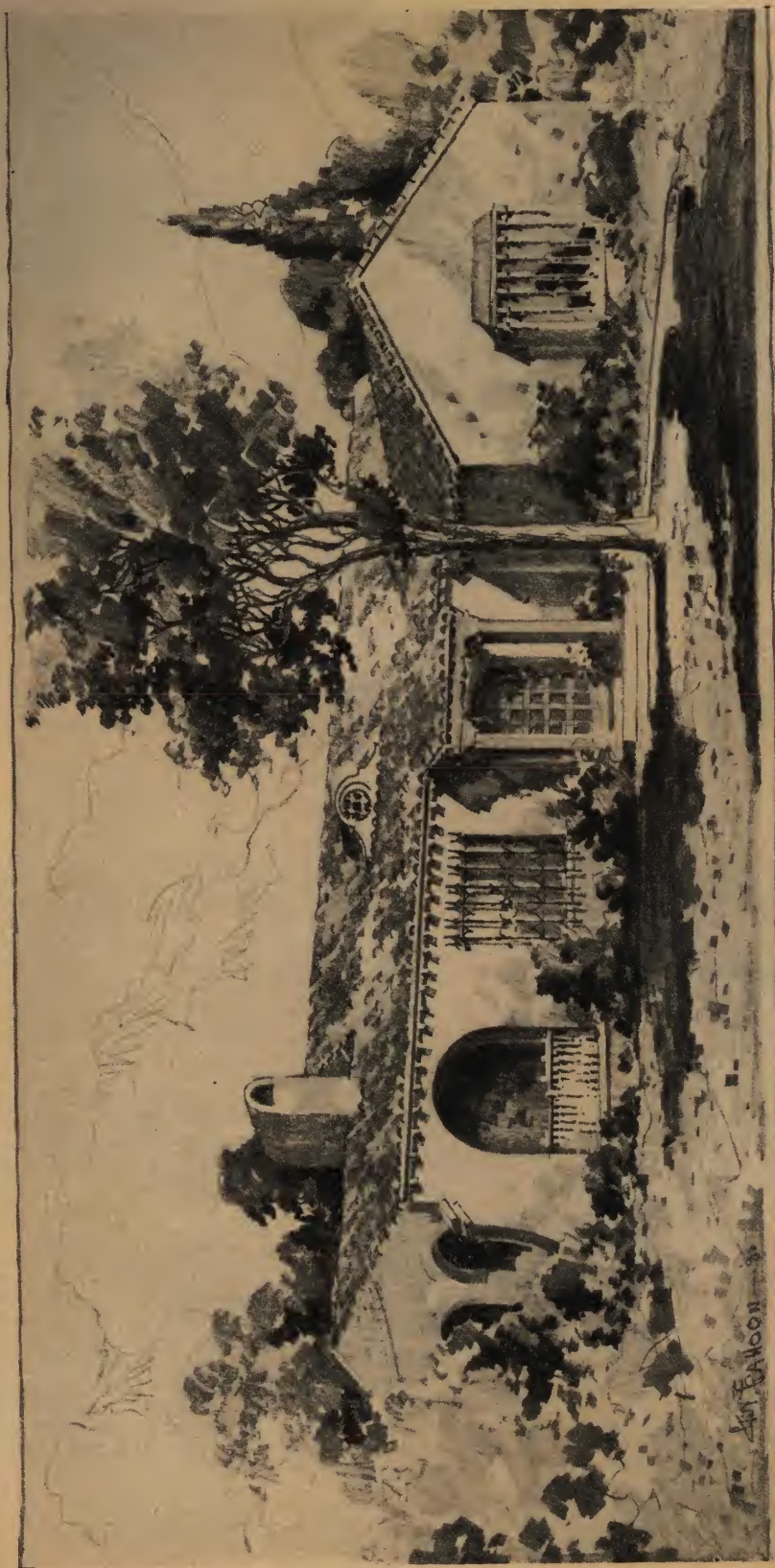
A Colonial with a Large Porch



*I*N DESIGNING this brick-veneered Colonial cottage, an intimate, friendly, informal treatment has been used (instead of the formal dignity of the more pretentious conventional type), which permits a porch under the main roof across the entire width of the house, thereby giving the appearance of being an integral part, rather than something added or attached.

The charm of this house lies in the correct proportions and placement of relatively little detail. This house done in the usual Colonial colors of red brick, white trim, green roof and shutters, and red brick border for the porch floor of cement marked off in small squares, should be, to the admirers of the Colonial, most pleasing to the eye.

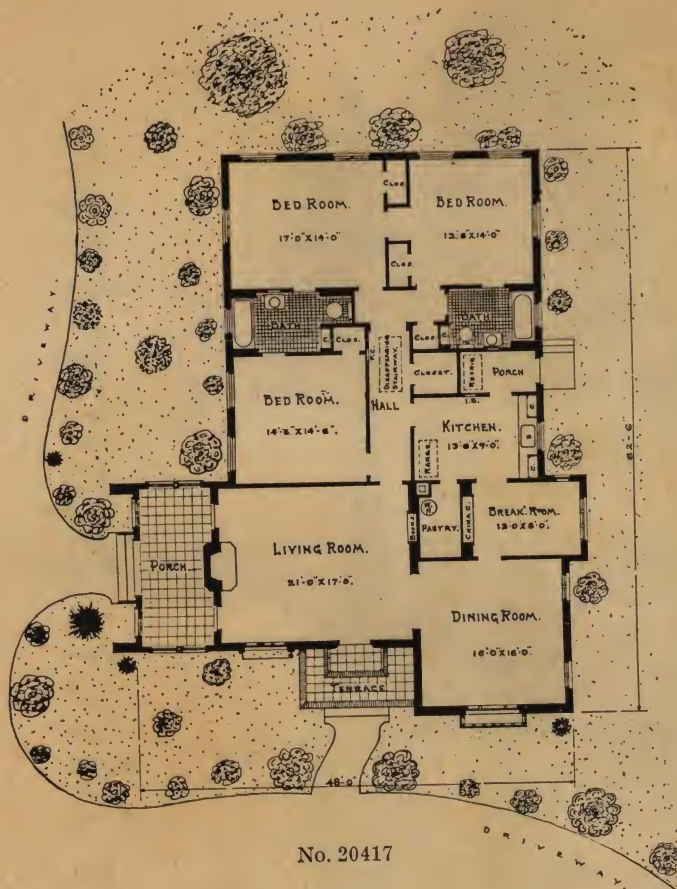
While the front is quite impressive, this dwelling is relatively inexpensive, due to its size, compact arrangement, and simple floor plan and roof. Although the hallway is small, it, with the rear bedroom entrance to the kitchen, furnishes convenient access to all rooms of the house. Besides a breakfast room, which quite often is not found in a house of this size, the floor plan provides for more and larger closets than are considered absolutely necessary.



No. 20417

Complete plans and specifications, \$15

Spanish, Spacious and Alluring



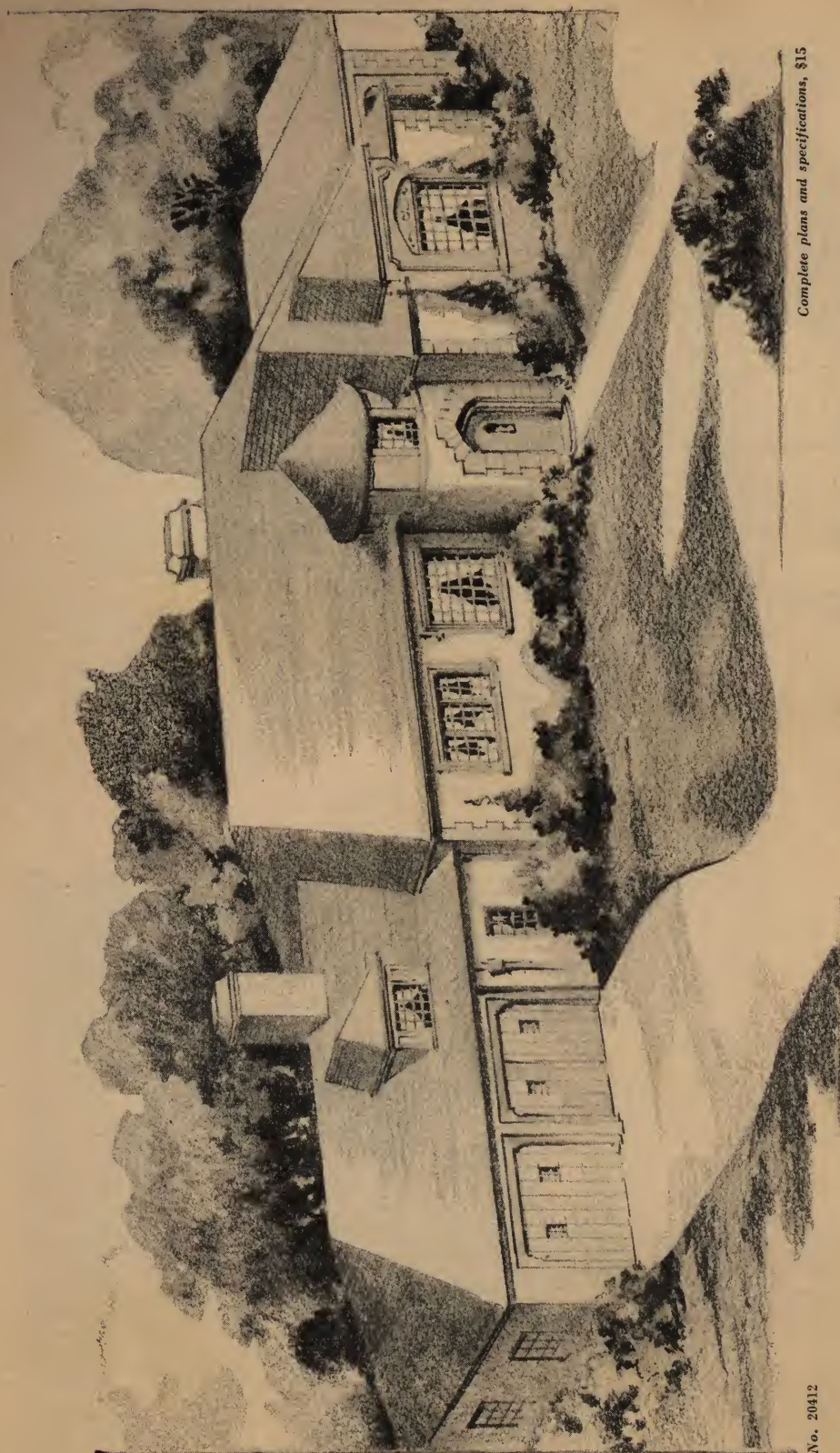
SPANISH architecture of Old Mexico as developed in Southern California furnished the inspiration for the design of this brick-veneer residence, with its clay tile roof of variegated colors.

The tile platform in front of the dining-room windows has an attractively curved metal covering, supported by gracefully turned spindles. The railings of the arched openings to the porch and the railings of the entry covering also have a splendid treatment. These features, together with the heavy carved timberwork of the entry covering and the ornamental iron grille of the living-room windows, produce an effect that is both distinctive and pleasing.

The beamed ceiling of the living room, the plastered arch between the living room and the dining room, with its beautifully curved top, and the plastered book recess, with its open shelves and curved top to match the plastered opening, and the casement windows with their ornamental iron grille are the principal features of the living room.

A few of the details of this conveniently arranged floor plan are a large pantry, an unusually large hall closet, direct access to bath from all bedrooms, and connecting rear bedrooms. The bathtubs are set in recesses having arched tops similar to the arch between the living room and the dining room. The breakfast-room cabinet is ample in size, and has a spindled and carved outline treatment in keeping with some of the exterior details.

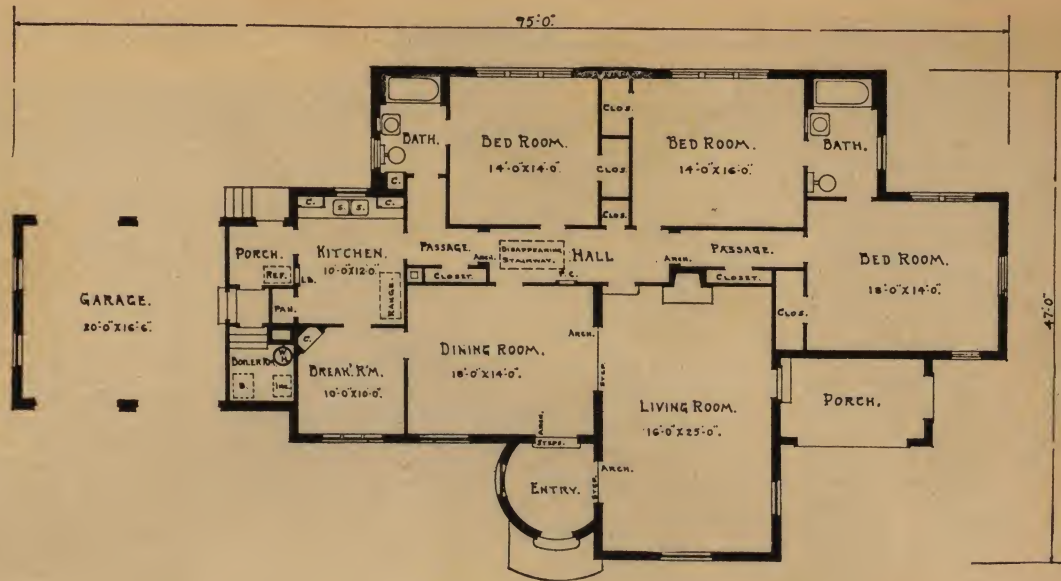




No. 20412

Complete plans and specifications, \$15

The Sunny South Meets Sunny France

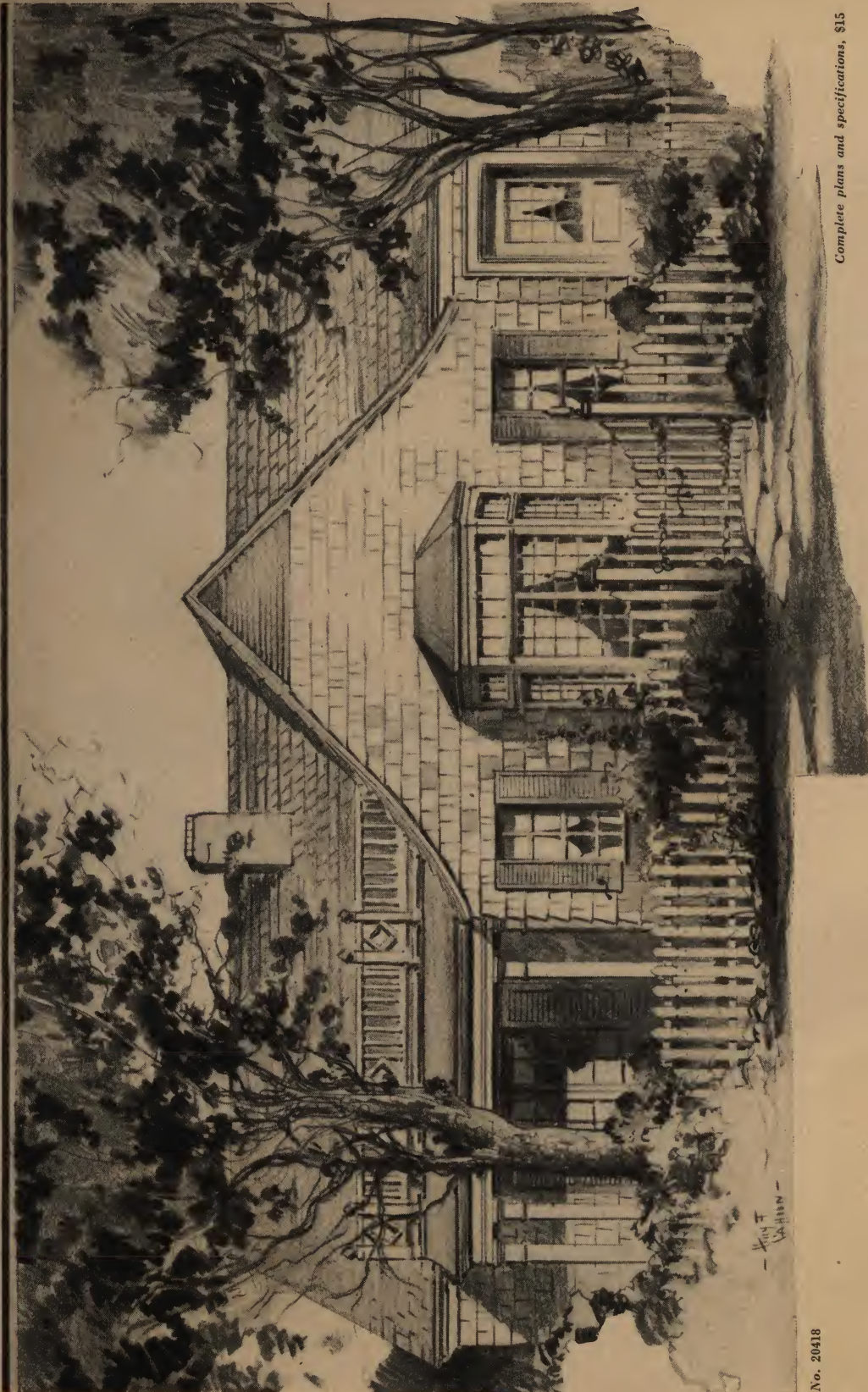


No. 20412

THE chateaus of sunny France provided the inspiration for this residence. Its elongated floor plan, cross-ventilation, and numerous openings make it particularly adapted to the sunny South. In studying this plan, one can easily imagine that one can hear the ring of wooden shoes of the French peasants on time-worn, rounded cobblestones, which brings to mind the homely feeling and atmosphere for which the French homes are noted. This house, with its slate shingle roof, stone trim, brick-veneer walls, and restrained treatment should appeal to all persons who appreciate true merit and are not worshipers of the ostentatious and cheap pretentiousness in architecture.



WHILE the entire conception of this house represents a distinct variation from the stereotyped, a decidedly convenient and practical floor plan has been achieved. The outstanding features of the floor plan are: attached garage, outside entrances to porch and boiler room, incinerator in boiler room, complete ventilation for every bedroom—an important feature in those localities that have a prevailing summer breeze—and the ground level entry, which is two steps below the dining room, and one step below the living room, which, of course, makes it one step from the living room to the dining room and hall. This house has plastered walls, hardwood floors, tile baths, and a number of steel casement sash, disappearing stairway, and all the many things necessary to produce a really good house. A view of the living room toward the mantel and the dining-room arch is shown by the sketch at the left.



No. 20418

Complete plans and specifications, \$15

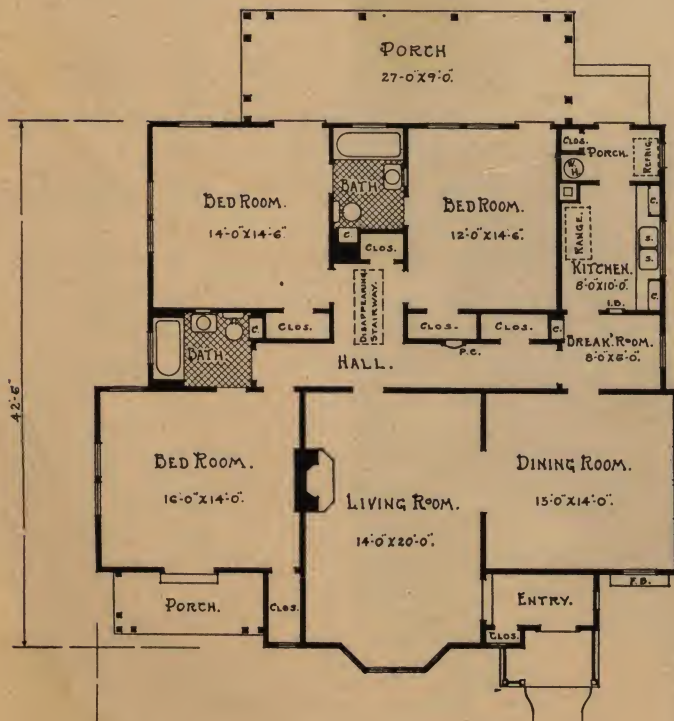
Beauty Peculiar to Shingled Walls

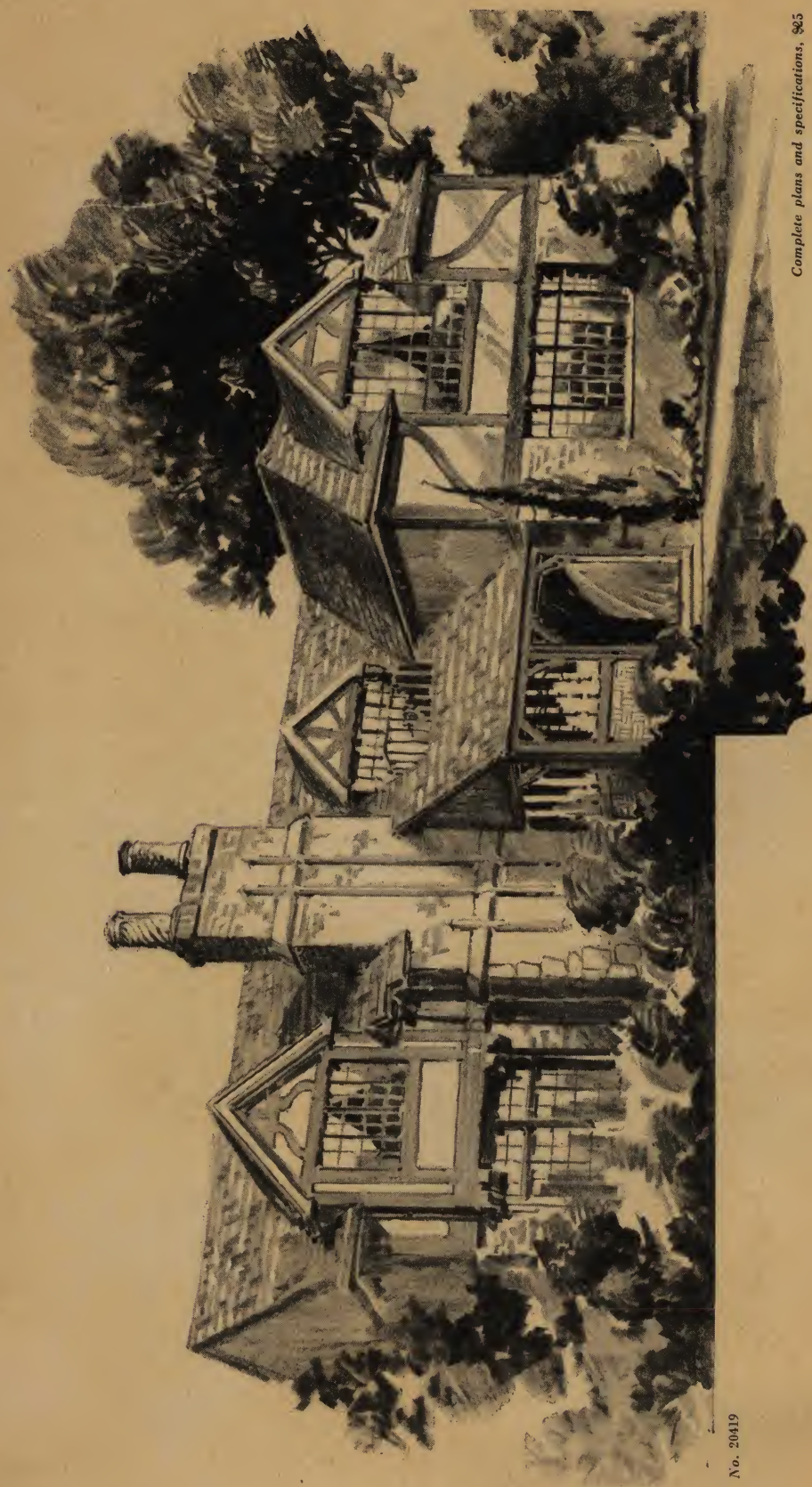


No. 20418

THIS shingled cottage is intended especially to appeal to those who appraise the intrinsic value of the appearance of a cottage without consideration for the expensiveness of the materials used, and who also have noted that many of the most attractive effects achieved are peculiar to and are produced only in frame construction. While this is not an exceptionally large or expensive cottage, the graceful sweeps of the large front gable, the wide view to be had from the living-room bay, and the softening effect of shingled walls indicate an owner appreciative of a homelike, attractive residence.

The cabinet indicated in the breakfast room has a most attractive arrangement of small-paneled glass doors at top, an open space in the middle, and drawers and wood-panel doors at the bottom. The cabinets in the bathrooms have wood-panel doors at the top, drawers in the middle, and ventilated wood-panel doors for soiled linen at the bottom. These bathroom cabinets are set on top of the tile base to prevent an insubstantial, untidy condition. The opening between the entry and living room has a segment-arch top. The trim around the outside of the front door is of unusual width, and attractively molded. Also, the front door is one of those unique and convenient doors, cut in the middle, and sometimes called a Dutch door. It is to be expected that the large rear porch will prove an unending source of delight to the members of the family who enjoy sitting on a secluded porch on warm summer days and evenings. The rear view of the house is unusually pleasing, as is indicated by the detail sketch.





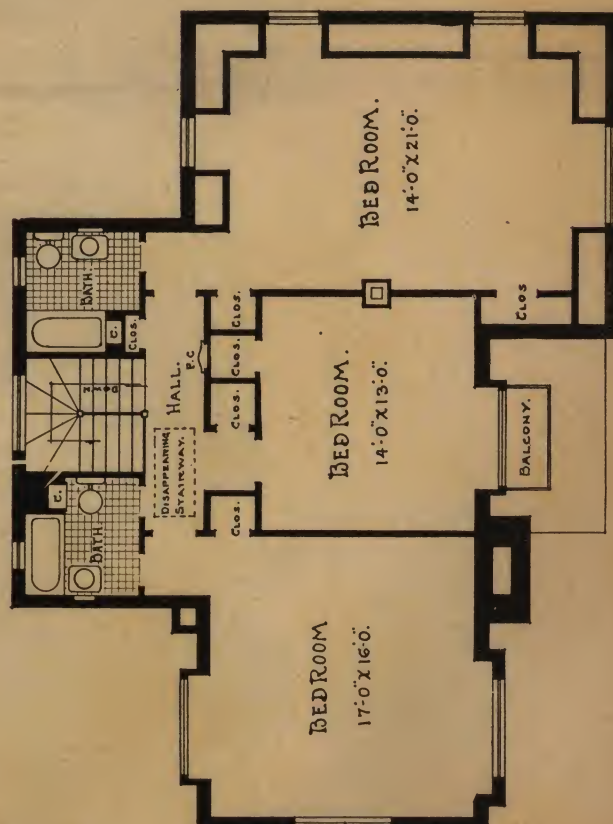
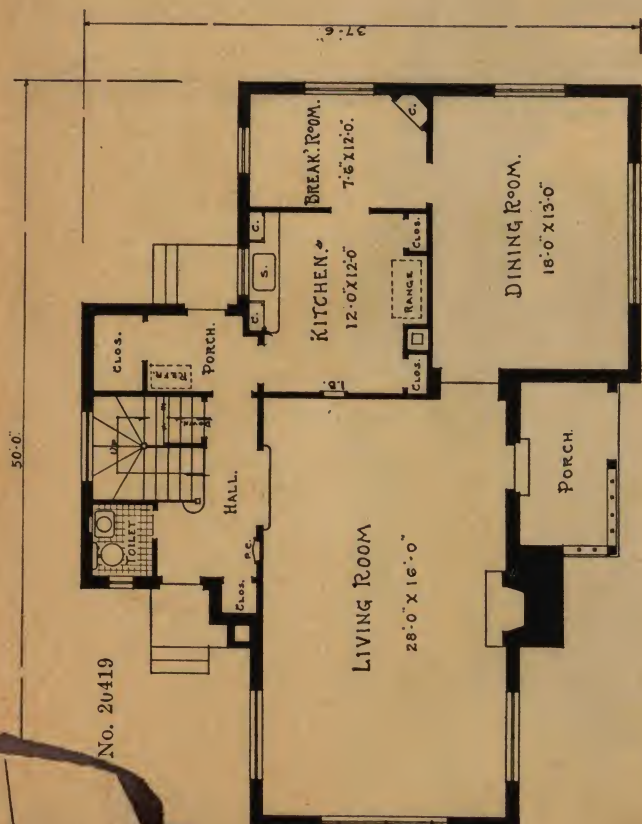
No. 20419

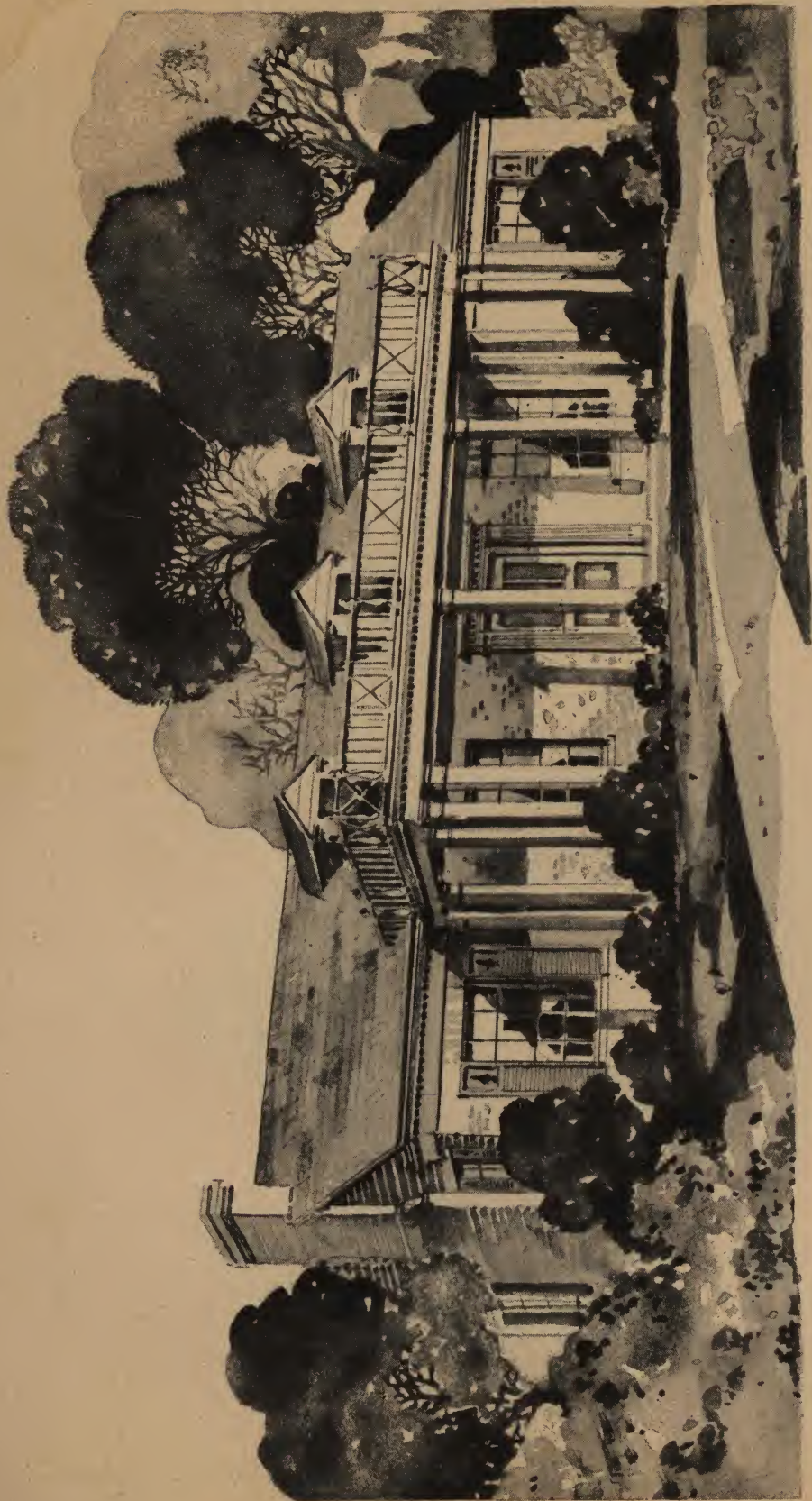
Complete plans and specifications, \$63

Half Timber, Brick and Stone for Variation



THE easy, unstudied, informal beauty produced by the English idea in architecture, permitting eave lines of varying heights, and a graceful balance without studied, exact symmetry, are admirably taken advantage of in this house. The half-timbered second floor, the panels of which are brick, together with the brick and field stone of the first floor, essays a variation in colors and materials which is very pleasing. The reader will no doubt appreciate the inviting, friendly feeling of the entrance porch, with its half-timbered, spindle treatment and unassuming but arresting appearance. The corners in this house have been softened by straight and curved beveling. This brick-veneer, slate-roofed house has materials and construction of the best quality justified for this type and size of house, which is above the ordinary. The stairway is convenient to and easily viewed from the living room through French doors, yet it furnishes a stairway for the side entrance and the kitchen without the expense of a costly rear stairway. The view through the arched opening, shown above, is from the dining room to the living room. The reader will observe that the living-room floor is one step lower than the dining-room floor. The basement is under the rear projection and is conveniently reached by a stairway economically placed under the stairway to the second floor.

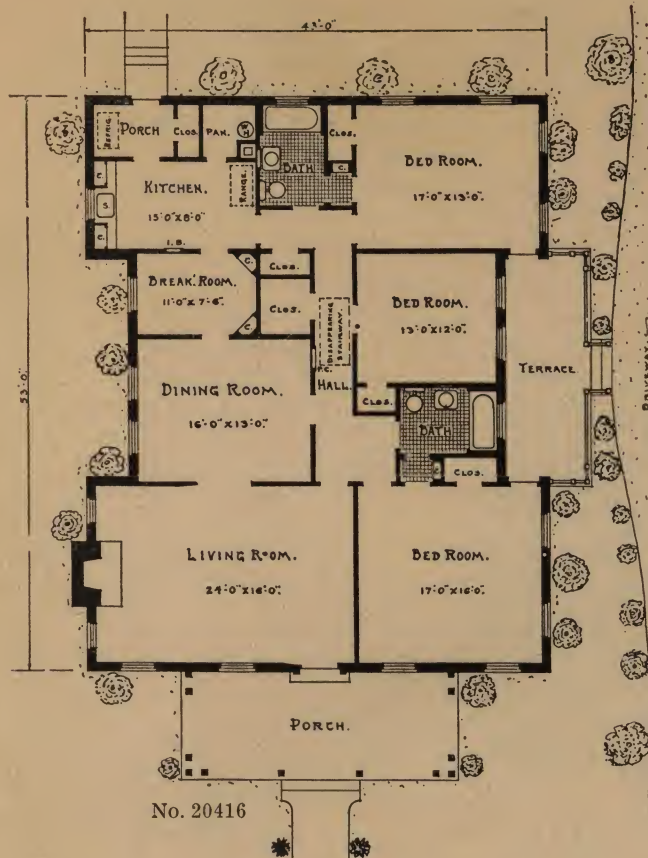




No. 20416

Complete plans and specifications, \$15

A House Designed for the South



IT WAS the purpose of the designer to achieve in this one-story Colonial the same graceful simplicity typical of the two-story homes of our Southern Colonials, the front porches of which were so often used for the dispensing of the hospitality for which the South is justly famed. The front entrance shown below by the detail sketch, with its fluted columns and general classical treatment, will no doubt appeal to the reader as a doorway that will be typical of the welcome that is always extended to the many friends possessed by most people who have a liking for Colonial homes. While only the front and a small portion of the side can be shown in this sketch, the remainder of the house, with its single-spaced shuttered openings and wood railed terrace, has the same simplicity of treatment and balanced proportions indicated by the sketch.

THIS brick-veneer home has an unusually compact and convenient floor plan, especially in regard to the shortness of the hallway for a three-bedroom plan, and also because both bathrooms not only communicate with the hallway but with a bedroom, giving the occupant of the third bedroom an opportunity to enter either bathroom. Each bathroom has a towel cabinet with ventilated compartment at the bottom for soiled clothing. The convenient kitchen cabinet, with its ample space, is thoroughly equipped with condiment holders placed in a convenient rack; flour and sugar dispensers suspended from the bottom side of the top cabinet, bread board, padded silverware drawer, metal-lined bread and cake drawer, and ventilated vegetable compartment equipped with wire baskets.

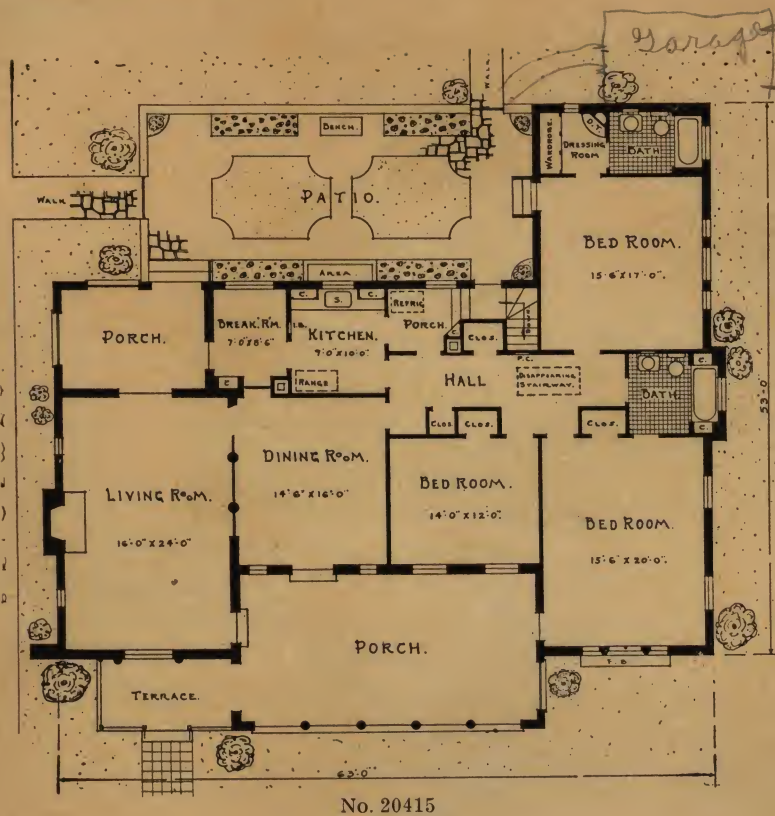




No. 29415

Complete plans and specifications, \$15

A Spanish Stuccoed Cottage



No. 20415

The well-lighted basement, for the heating plant and other purposes, is placed underneath the breakfast room, kitchen, and kitchen porch, and is conveniently reached both from the inside and the outside by the use of a grade entrance.

The study at the right gives the reader a view from the dining room toward the living room and breakfast room, and affords particularly an excellent view of the arched openings with their twisted columns and wrought-iron gates between the dining room and the living room. It will also be noted that the plastered arch to the breakfast room has a wrought-iron gate, and that the ceiling of the living room is attractively beamed. A feeling of spaciousness is suggested by these arched gateways.

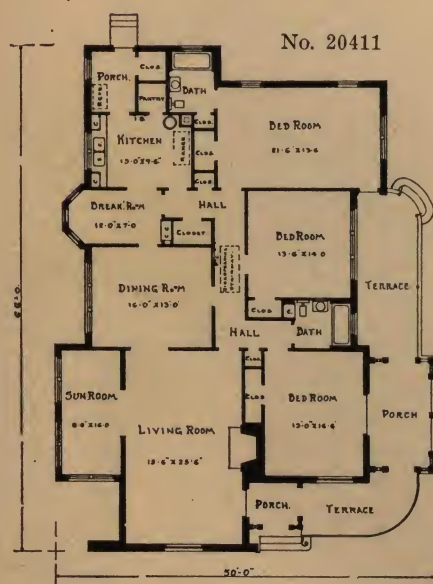




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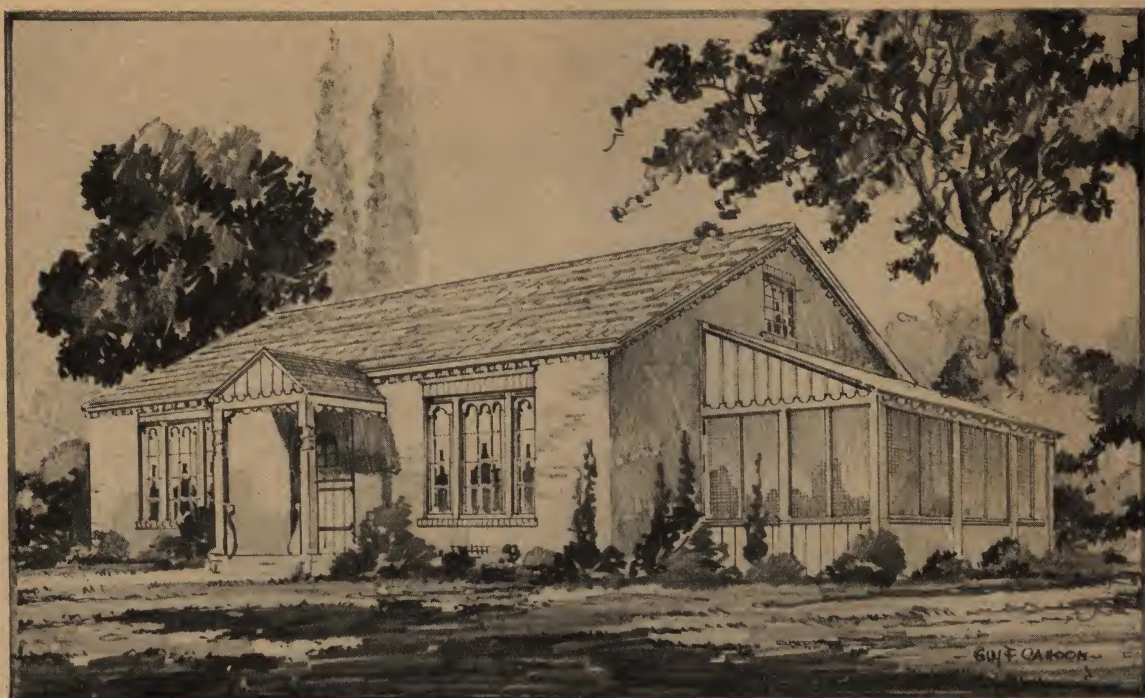
Complete plans and specifications, \$15

THE accompanying plan will find popular favor with the discriminating builder who desires a home that is out of the ordinary, and who is willing to invest an additional sum to achieve this result. The living room has a high vaulted ceiling, attractively beamed, as shown by the interesting detail study below. The flush tile mantel and the large view window add an unusual note of distinction. The exterior walls are brick-veneered and trimmed with stone.



View of living room

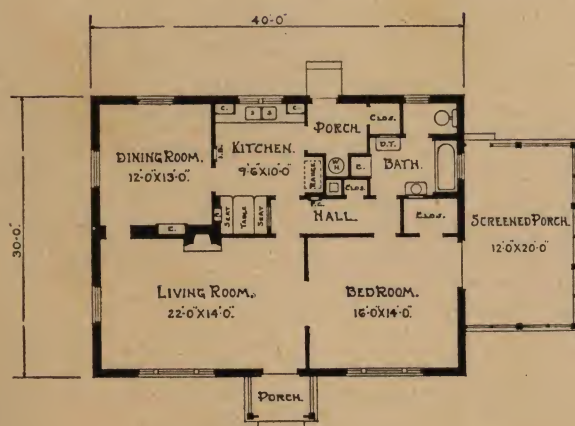
HOLLAND'S IS TAILORED TO FIT THE SOUTH



No. 20448

Complete plans and specifications, \$15

An Early Colonial Cottage



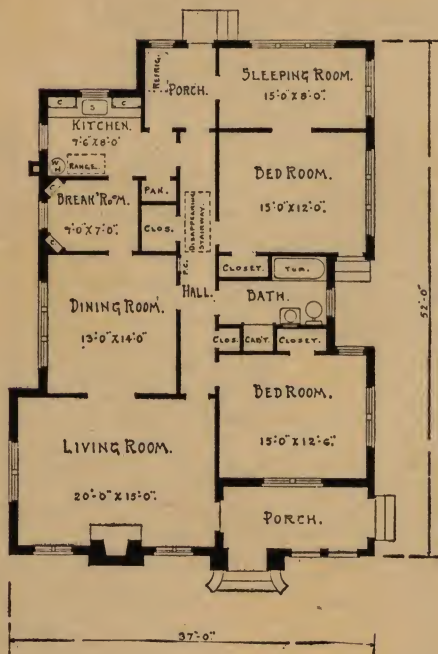
WHILE the present trend toward the Colonial was perhaps induced by economic conditions, the type is showing some unexpected and delightful possibilities. The early Colonial brick-veneer cottage shown is an interesting example. This house is small and relatively inexpensive, but is not designed for the builder who intends to spend the minimum amount without interest in the niceties of balance and detail, such as can be obtained only by an expenditure of a slight additional amount and close attention to carefully prepared plans. The interior details, such as doors, cabinets, breakfast table and seats, vertical beaded paneling in the living room, and the Colonial mantel with red brick facing and hearth, are in keeping with the exterior treatment, and produce, as a whole, a setting in which a spinning wheel, hooked rugs, and other period pieces would be entirely at home.

MAKE THE BEAUTIFUL SOUTH MORE BEAUTIFUL!



No. 20404

Complete plans and specifications, \$15



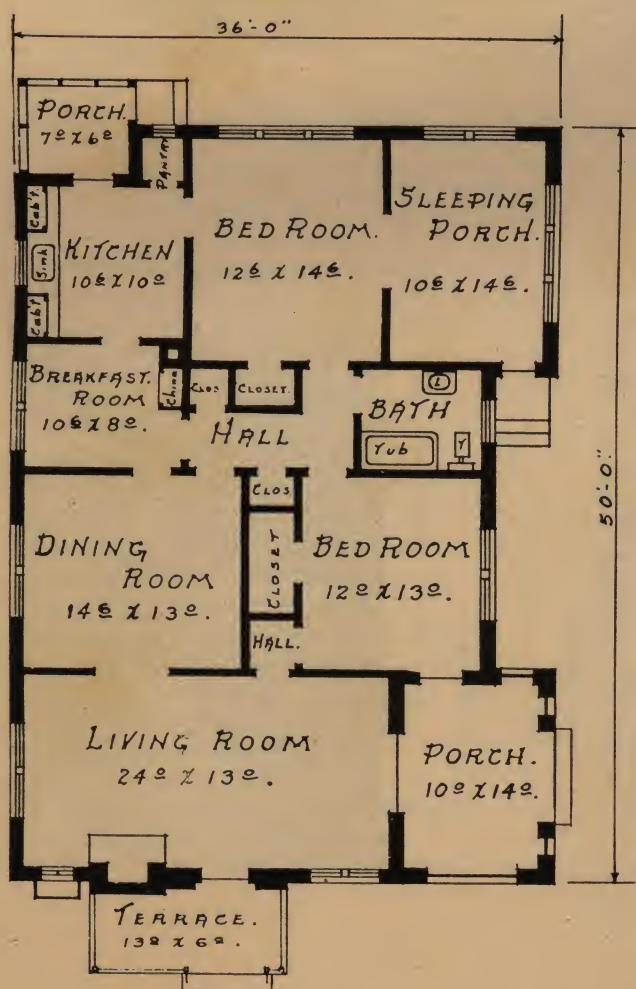
BRICK, native rock, and patterned car siding are the materials selected to produce this design. The combination is truly a happy one, and the results obtained are clearly shown by the accompanying drawing. The various rooms of the house are well laid out, and the numerous large windows will insure plenty of light and ventilation. In addition to the closets shown in the plan, the space in the attic is made available for storage purposes through the use of a disappearing stairway installed in the ceiling of the hall. The detail shows the decorative panel in the chimney of this design.





No. 20401

Complete plans and specifications \$15



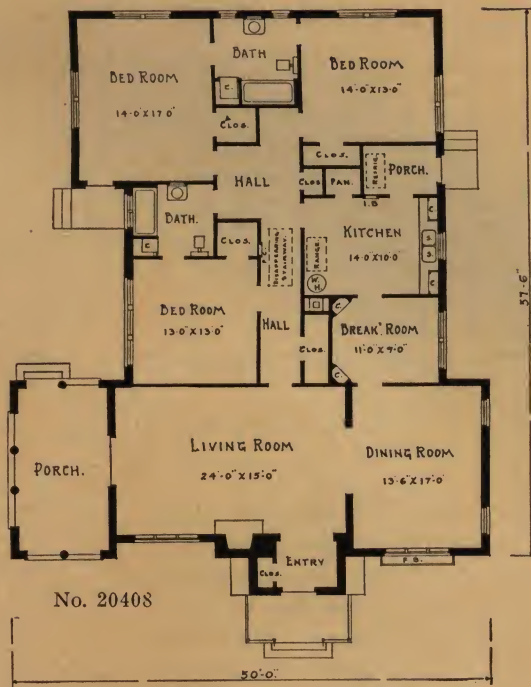
THE grouping of the gabled circle-top front entrance and the chimney, with its wrought-iron panel, surrounded by the wrought-iron railing of the terrace, furnish an interesting unit which with the curved opening to the porch, the wrought-iron flower box under the living-room casements, and the shutters with their cut-out figures, produce an interesting and relatively inexpensive front. It will be noted that while this entrance grouping breaks the straight line of the front, yet, insofar as the cost of construction is concerned, it is practically a straight front. This brick-veneered house has a shingled roof and floors of oak. Access to the porch from both the living room and the front bedroom, a small hall giving complete accessibility, a sleeping porch for the rear bedroom, and a wealth of closets, including a pantry, are some of the conveniences embodied in this floor plan.

WRITE HOLLAND'S GARDEN EDITOR FOR PLANTING ADVICE

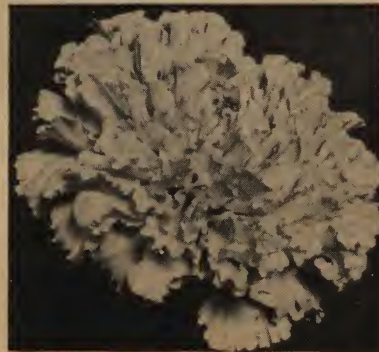


No. 20408

Complete plans and specifications, \$15



AN UNUSUALLY charming and gracious effect has been achieved in the exterior of this brick-veneer home of six rooms, together with breakfast room and two tiled baths. It has an individuality about it that arrests and holds the eye. And, inside, nothing has been overlooked in the attempt to produce just the interior that one would naturally expect to find in a home of such individuality and charm. A careful study of the floor plan will reveal conclusively that the interior lives up to the promise offered by the exterior in a manner that leaves nothing to be desired.

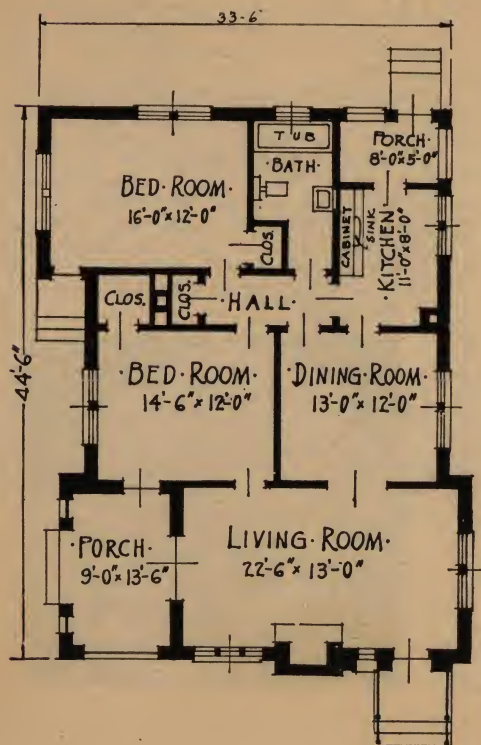


MAKE THE BEAUTIFUL SOUTH MORE BEAUTIFUL!



No. 20402

Complete plans and specifications, \$15



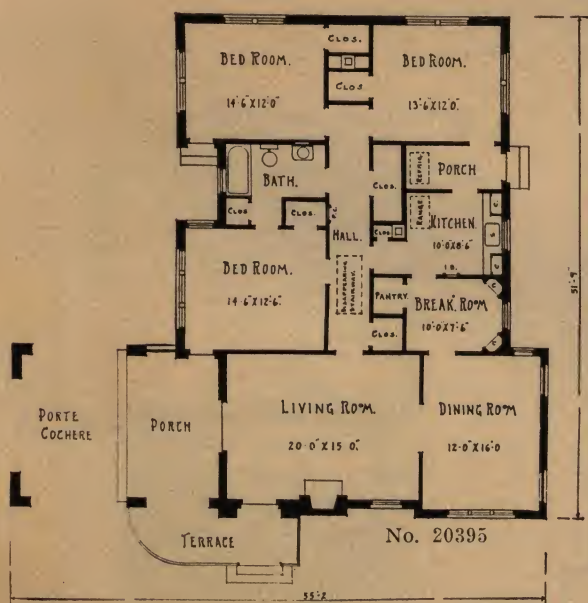
AN UNUSUALLY attractive small English-type cottage with brick-veneer walls and shingle roof. The arched porch and entry and the graceful treatment of the roof lines are particularly interesting. The floor plan is a model of compactness and convenience and, combined with such a charming exterior, is sure to appeal to a host of our readers; particularly those who are interested in small homes of character.

See your lumber dealer, building-and-loan association, banker, or other financing agency for details about low-interest, long-term home-building loans insured by the FHA



No. 20395

Complete plans and specifications, \$15



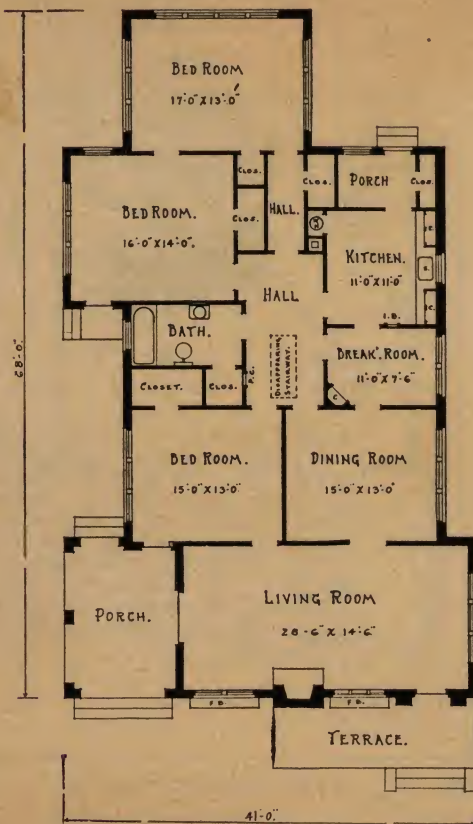
HERE is a brick-veneer cottage that is complete in every sense of the word. The exterior is highly satisfying and the interior provides every comfort found in the most modern homes of today. Both from within and without this home rises far above the commonplace. Note the detail of the chimney panel, with its graceful scrolls of wrought iron.

HOLLAND'S IS TAILORED TO FIT THE SOUTH



No. 20396

Complete plans and specifications, \$15



ANOTHER imposing brick-veneer cottage of individuality and charm. The roof lines, the arches in the porch, and the door and window treatments are all in happy accord. The interior arrangement is ideal, and a careful study of the plan will reveal many features of convenience which result only from careful and specialized planning.

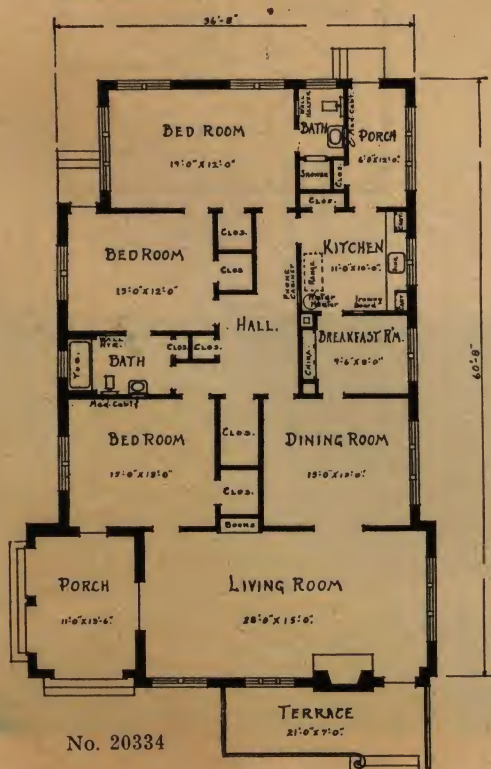




No. 20334

Complete plans and specifications, \$15

GRACEFULNESS and charm are readily apparent in every line of this interesting brick-veneer English-style home, with its inviting entrance and elliptically arched side porch. The use of ornamental iron accentuates the inherent beauty of the design. Inside, the plan achieves conveniences that stamp this home as ultra-modern in all its appointments. The detail at the right shows the china cabinet across the end of the breakfast room.



No. 20334





No. 10260

Complete plans and specifications, \$25

A SMALL, compact, two-story frame home of the ever-popular Colonial type. The wings at the sides give the design perfect balance and make the house appear to be much larger than it really is. The floor plans are excellently laid out, and incorporated therein will be found all the little details that go to make a happy and comfortable home. The basement is approximately eighteen feet square, the entrance, it will be noted, being from the kitchen porch.



I want to add my praise to others' in regard to HOLLAND'S flower articles. No magazine except one in this section can give us authoritative information about growing plants here, for conditions are so different from those in other parts of the country.

Mrs. E. B. Tucker

Sherman, Tex.

Please send me a copy of HOLLAND'S *Distinctive Southern Homes*. Your plans suit the South so much better than the plan books got from the North. We have used quite a number of your plan books, but they always seem to be getting lost!

I. V. Campbell

Campbell Lumber Co.,
Kingstree, S. C.

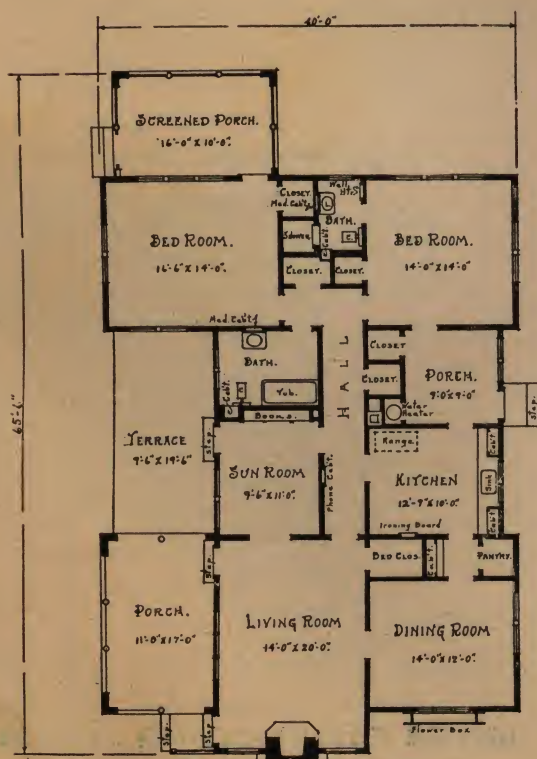




No. 10513

Complete plans and specifications, \$15

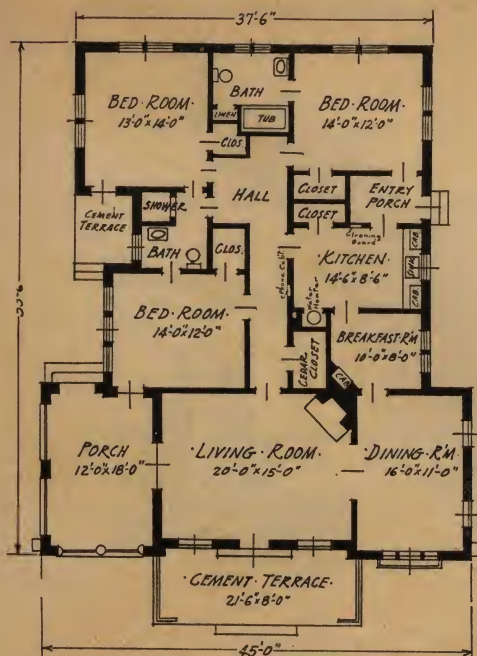
THE sketch of the exterior shows a modified English cottage of unusual charm, while the plan is economical and livable. The plan achieves numerous conveniences, chief among which, perhaps, is the sun room, which opens from the living room. The little detail at the right shows the ornamental iron flower box in the gable end. The exterior walls are finished with wide beveled siding, mitered at the corners, and the roof is of wood shingles.





No. 20360

Complete plans and specifications, \$15



PICTURED above, outstanding in plan and distinctive in design, this English-style home in brick-veneer will elicit the admiration of the most discriminating home-builder. Here, indeed, is symmetry without repetition, balance without monotony.

I am compiling material for an interesting garden scrapbook, and the articles in HOLLAND'S are exactly what I need. So much of the material in books or other magazines is not applicable to the South.

Mrs. J. D. Motheral

Houston, Tex.

I am so happy to be able to secure HOLLAND'S Distinctive Southern Homes. Your plans are always so helpful, so practical and correct to a detail, and along with this they always retain beauty of line.

Mrs. LeRoy Hall, Jr.

Hot Springs, Ark.

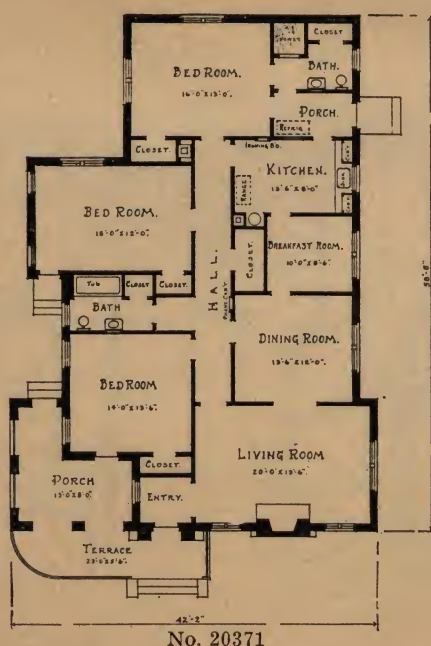
WRITE HOLLAND'S GARDEN EDITOR FOR PLANTING ADVICE



No. 20371

Complete plans and specifications, \$15

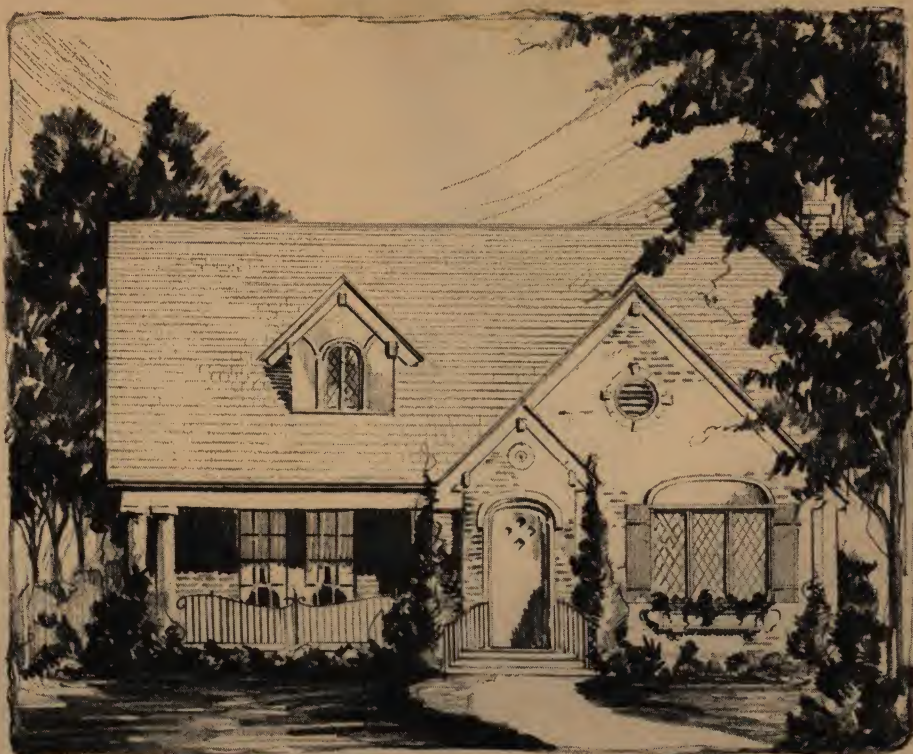
A BRIEF study of the plans for the accompanying brick-veneer cottage convinces one of its merits both from the standpoint of interior arrangement and exterior design. The lighting and ventilating features are especially noteworthy, and none of the essentials of a comfortable and home-like atmosphere is lacking. The plan permits ready passage throughout the house from one room to another, and ample closet space is available.



No. 20371

See your lumber dealer, building-and-loan association, banker, or other financing agency for details about low-interest, long-term home-building loans insured by the FHA

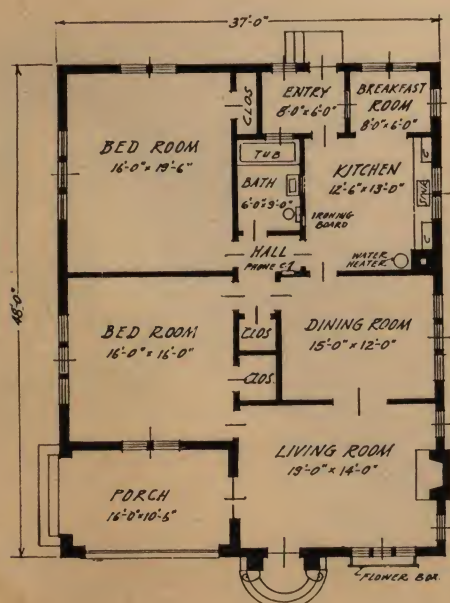
HOLLAND'S IS TAILORED TO FIT THE SOUTH



No. 20328

Complete plans and specifications, \$15

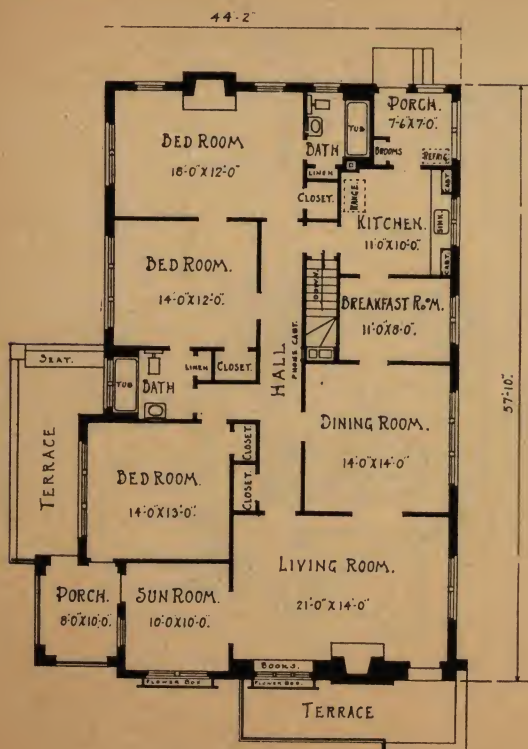
THE predominating features of this charming brick-veneer cottage are the roomy front porch and the master bedroom, which measures 16' x 19' 6" inside. Another interesting feature is the breakfast room, which is placed immediately back of the kitchen, making it unnecessary to waste steps when regular meals are served in the dining room. A study of the plan will show that every inch of space serves a useful purpose, and that accessibility of plan is achieved without resorting to costly halls. The detail in the lower left-hand corner shows the leaded casement windows in the front of the living room, which lend a note of distinction to this striking exterior.



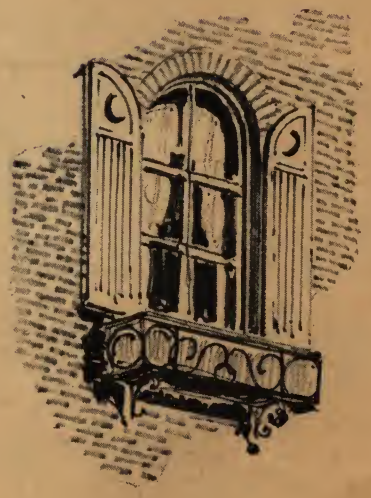


No. 20329

Complete plans and specifications. \$15



ANOTHER brick-veneer home in the English style modified to meet the tastes and requirements of the Southern home-builder. The sturdy chimney, the leaded casement windows, and the ornamental iron railing and flower boxes all unite in a harmonious ensemble that makes this home rise above the commonplace. The convenient and practical arrangements inside, and the little niceties of detail round out a plan that is decidedly worth while. The sketch at the right gives a close-up of the window in the gable, with its attendant blinds and iron flower box.



1113 Fifteenth St., S. W.,
Birmingham, Ala.

Mr. Ben Arthur Davis,
Garden Editor, HOLLAND'S,
Dallas, Texas.

Dear Sir:

I have read with much interest the articles on gardening since you have become editor of this department for HOLLAND'S. At last we have suggestions that the Southerner can use without having first to adapt them to our section. We in my family have enjoyed HOLLAND'S since I was a child, and are most happy to see it recognized as one of our foremost magazines. I find it everywhere these days.

For the next meeting of my garden club, I have a paper to prepare on "Soil Enrichment." I am planning to use part of your article on Humus, recently published in HOLLAND'S. I hope you can help me further with practical suggestions as to what fertilizers might be used on beds already established—beds of annuals, roses, perennials, and shrubs—and, of course, on new beds we will be preparing soon. Barnyard fertilizer is almost prohibitive in price in a town the size of ours.

Thanking you for any suggestions or references you are able to give me, and wishing HOLLAND'S continued success always, I am

Yours very truly,

(Signed) Mrs. A. E. Walker, Jr.

P. S. Please send me your garden pamphlets.

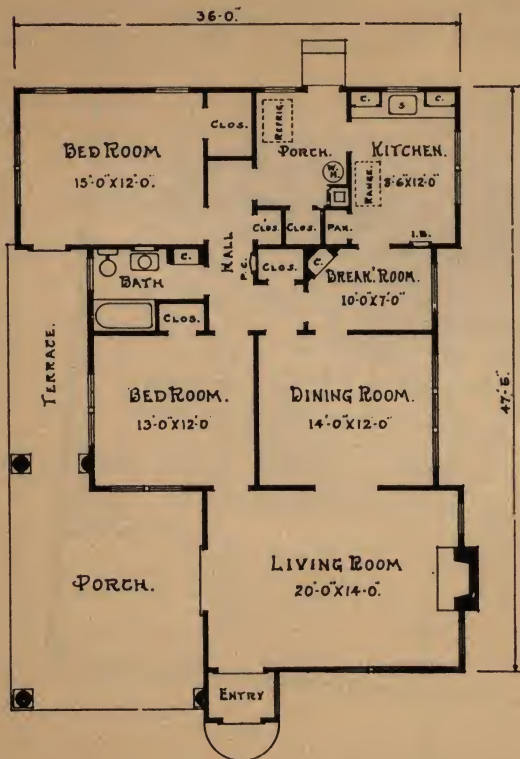
WRITE HOLLAND'S GARDEN EDITOR FOR PLANTING ADVICE



No. 10521

Complete plans and specifications, \$15

An Inexpensive Frame Cottage



THIS frame cottage is a good example of what can be achieved in an inexpensive house. The simple thing—such as curved roof eaves, wide beveled siding, circle-top front door, and large-columned open porch—employed to achieve this effect are gratifyingly inexpensive. In planning homes, occasionally the arrangement seems to fall into a natural position to produce a floor plan having unusual advantages. This floor plan, if the reader will overlook a slang term, is what is quite often referred to as “a natural.” In the matter of easy access, the following are some of the possibilities of the floor plan: rear-porch access to the hall; access to the kitchen from the rear bedroom, through the hall and kitchen porch; outside door to the rear bedroom, which opens onto the terrace and living-room porch; and access to the hall from the living room through the bedroom or dining room. In fact, one can go almost in a straight line from any part of the house to any other part, all of this being achieved without wasting space. Besides the usual short window over the kitchen sink, the kitchen has two full-length windows. The placing of the water heater on the service porch is an arrangement that is invariably appreciated.

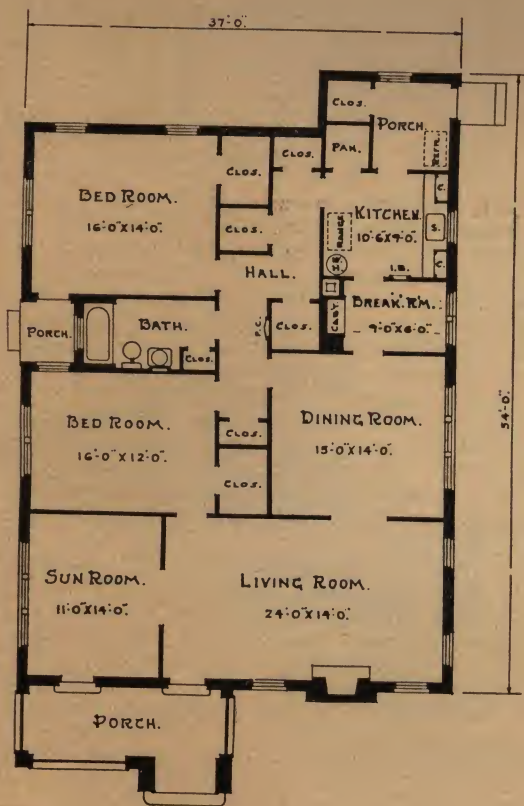
WRITE FOR HOLLAND'S SOUTHERN GARDEN BOOKLETS



No. 20435

Complete plans and specifications, \$15

Cottage with Flexible Plan



THE attractiveness of this front is so apparent that we feel it unnecessary to place any emphasis upon the discussion of it. However, a few of the details—such as the chimney, with its stone ornaments, arched patterned brickwork panel, and unusual chimney top; latticed blinds; iron-railed porch arches; and especially the deep arch of the porch entrance opening—are worthy of particular study. The side and rear, not shown, are equally as attractive as the side shown. The economy of the unbroken lines of the outside wall, which have been achieved without any injury to the interior arrangement or exterior beauty, is a feature that will be appreciated. The sun room, if furnished with a day bed, could be used as an emergency bedroom; or if the owner desires a third bedroom, it could be provided at the back of the rear bedroom, the hall access being provided by omitting the closet at the end of the hall. Entrance to the back bedroom from the driveway side, ample and conveniently placed closets, and sufficient cabinetwork—including 'phone cabinet, ironing board, and disappearing stairway to the attic—are among the other features of this floor plan.

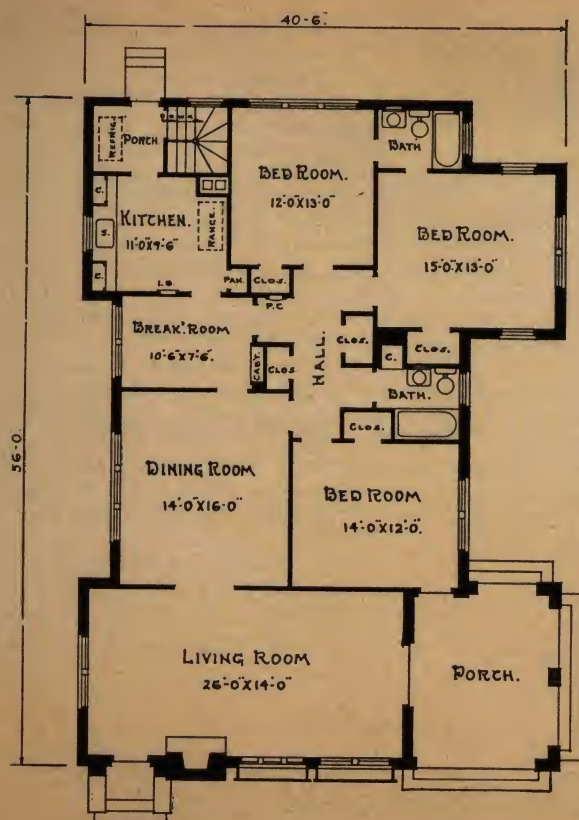
MAKE THE BEAUTIFUL SOUTH MORE BEAUTIFUL!



No. 20433

Complete plans and specifications, \$15

An Unusual Brick Veneer



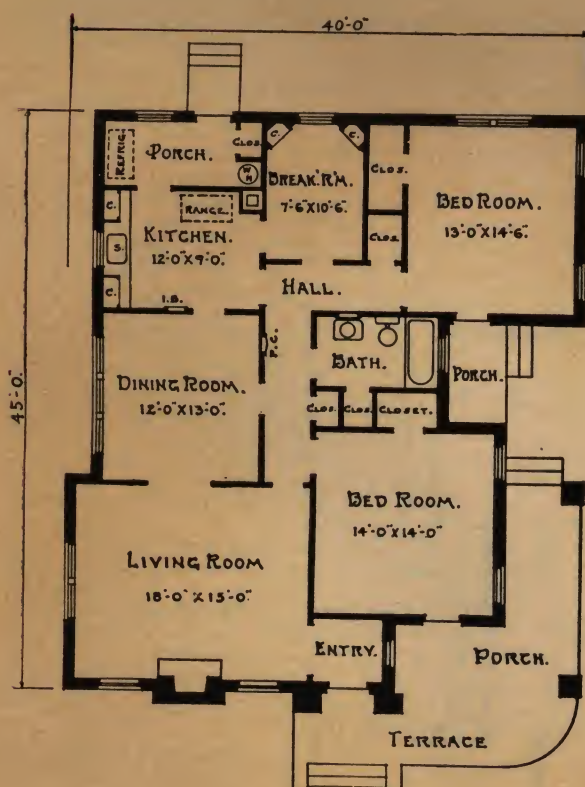
THE larger-than-average living room of this house, with adjoining porch, provides an arrangement that is somewhat different, and at the same time affords an opportunity to achieve a front that is both unusual and attractive. Very few houses having a chimney and entrance in front produce a living room with as much window space and view of the street as does this one. The commodious, graceful arched porch has brick steps leading to the lawn on all sides. This, with the other features of the front, some of which are the gracefully curved gable, diamond leaded glass casement windows, flower boxes, and circle-top transom above the door, round out a front that is unquestionably attractive.

The portion of the house at the rear, because of its projections and general proportions, provides an opportunity to achieve side and rear views that are unusually pleasing. The other features of the floor plan, such as arrangement of hall, bedrooms, baths, and basement stairway, have been carefully worked out. The basement is large enough for a heating plant, being beneath the kitchen and service porch, and could be enlarged to any size required.



No. 20431

Complete plans and specifications, \$15



THIS number is an outstanding example of a type of house that has proved to be among the most popular of those shown in the magazine. The wide, open front porch with the adjoining terrace should be a source of much enjoyment to the builder of this home. The stone in the facing of the entry and the stone in the base of the chimney contrast pleasingly with the brick of this brick-veneer cottage. It will be noted that access to the house is to be had from the driveway side to both bedrooms and the front porch. Attention is called to the fact that the rear bedroom has ventilation on three sides, and the front bedroom, on two sides; also that the bedrooms have closets larger than the average, and that the two hall closets, bath closet, and rear porch closet furnish additional storage space sufficient to meet the needs of practically anyone. The usual conveniences such as telephone cabinet, ironing board, disappearing stairway, kitchen cabinets, with built-in sink, and corner china cabinets in the breakfast room, are to be found in this plan.

Please send me HOLLAND's book of house plans. I am contemplating building, and haven't seen anything that quite comes up to HOLLAND's plans.

Mrs. J. J. Marshall
Columbia, S. C.

We garden-club members appreciate the personal service of HOLLAND's Garden Department. At our club meetings, we answer to roll call with nutshell garden advice.

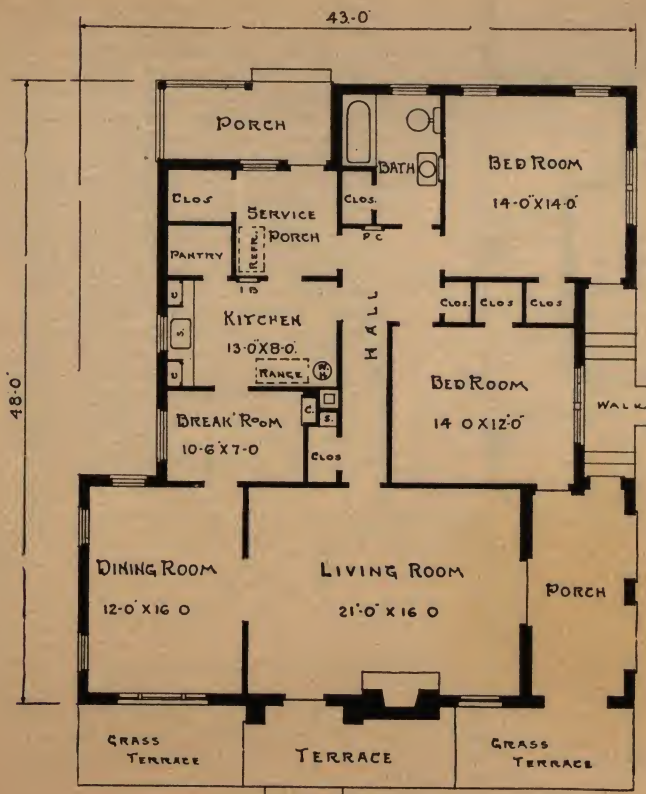
Mrs. M. B. Carter.
Franklin, Tenn.



No. 20428

Complete plans and specifications, \$15

THE clean-cut, attractive appearance of this brick-veneer house is achieved without any great amount of unnecessary ornamentation and without resort to the bizarre or the spectacular in either detail or arrangements of the units which comprise the whole. Part of this effect is due to white mortar joints and mingled shades of the lighter tones of red brick, together with a pure white trim color on the woodwork. Faced south, this house would be ideal in those localities having a prevailing southern breeze, since such a facing would afford southern exposure for both of the bedrooms, the living room, and the dining room. No doubt the housewife will be pleased to note that this house has closet space beyond the minimum requirements. Access to the attic is provided by a spring-operated, mechanically balanced disappearing stairway, placed above a neat panel in the ceiling of the hall. The easy access provided by outside doors to the bedrooms and by the service porch entrance to the hall are some of the conveniences of arrangement to be found upon studying the floor plan.





No. 20394

Complete plans and specifications, \$15



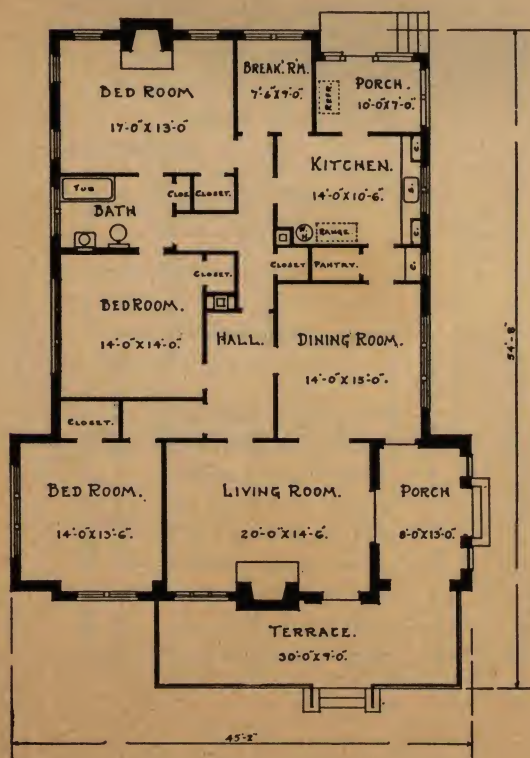
B RICK, field stone, and stucco are harmoniously combined in the exterior finish of this cottage. The steep roof, the casement windows, and the paneled entry gable are distinctive features which stamp the house as English in character. The floor plan shows well-laid-out, generous-sized rooms, served by two tiled baths, one of which is a private bath for the owner's bedroom.

See your lumber dealer, building-and-loan association, banker, or other financing agency for details about low-interest, long-term home-building loans insured by the FHA



No. 20387

Complete plans and specifications, \$15



EXCELLENT lines and pleasing proportions are reflected in this brick-veneer home of six rooms, breakfast room, and bath. Outside, note the impressive chimney, the attractive doorway, and the leaded casement windows in the living room; also, the effective manner in which wrought iron is used to bring out the true beauty of the design. Inside, the arrangement is ideal, the closet facilities ample, and the accessibility of plan complete, each room of the house, including the breakfast room, being directly accessible from the hall.

I have watched long and with interest your home-building plans in HOLLAND'S, and nowhere else have I found such delightful plans and suggestions.

Mrs. L. G. Fulton

Atlanta, Ga.

Please send me HOLLAND'S house-plan book. I have seen several beautiful homes built from your plans, and they seem splendidly adapted to Southern conditions.

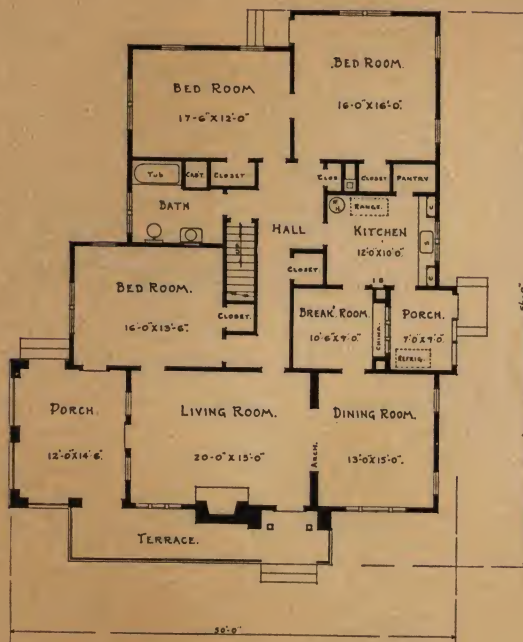
Mrs. H. G. Carson

Palestine, Tex.

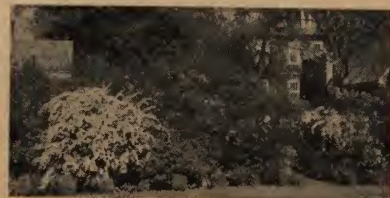


No. 10505

Complete plans and specifications, \$15



THE frame cottage illustrated above has character and individuality to a marked degree. Note the graceful porch arches, the casement windows, and the hospitable Colonial entry. Inside are six generous-sized, well-ventilated rooms, besides the breakfast room and bath. The breakfast room is provided with a built-in china closet, and there is a stairway to afford easy access to the storage facilities in the roomy attic. The plan could hardly be improved upon for a north-front lot.

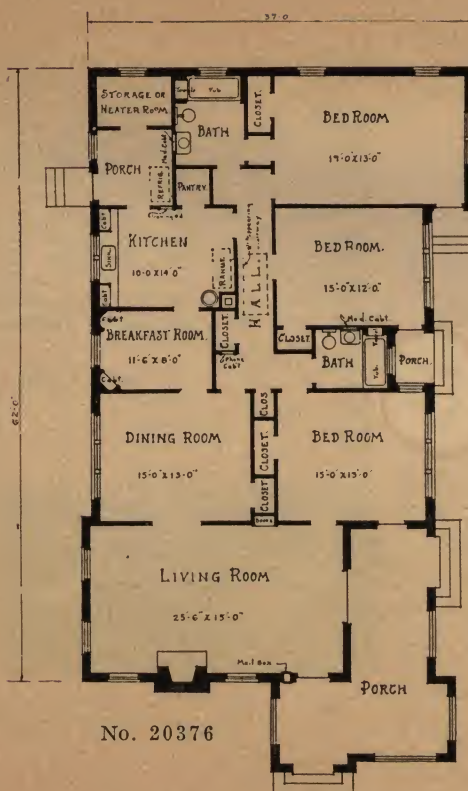


HOLLAND'S IS TAILORED TO FIT THE SOUTH



No. 20376

Complete plans and specifications, \$15



No. 20376

THE accompanying plan shows practically every convenience incorporated in the modern home of today. The floor arrangement is ideally laid out, and the exterior is, indeed, a thing of beauty. For those who desire a brick-veneer home of individuality, replete with excellent appointments, here is their answer. As the rooms are laid out, the house is intended for south or west frontage. The plan can easily be reversed, however, for anyone whose lot requires different exposure.

This is in appreciation of HOLLAND'S Garden Department. You are filling a great need. I subscribe to many magazines with garden departments, and to several of the best-known garden magazines; but I am often disappointed at the material found there. In the South, for example, we plant so many things in the fall that these "outside" magazine articles advise us to plant only in spring. And that isn't all!

So we need the help and authority HOLLAND'S garden material affords.

Mrs. E. J. Kueck

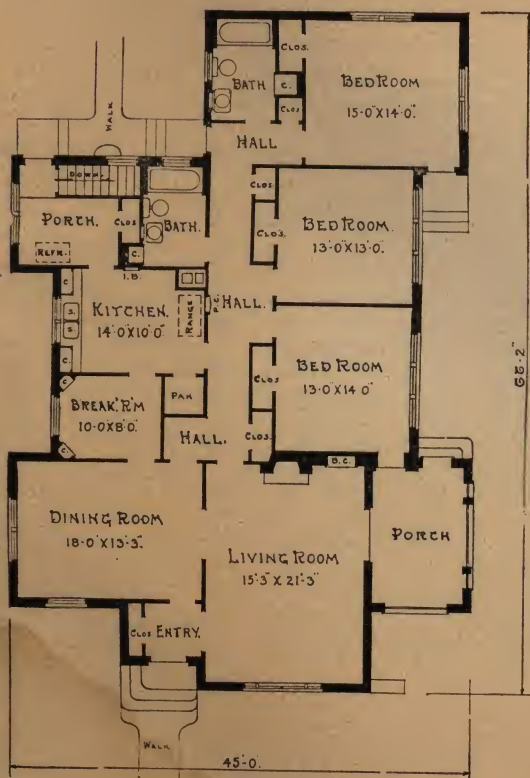
Pine Bluff, Ark.



No. 20440

Complete plans and specifications, \$15

More Than a House—a Home



THOSE who feel that building a house is only the beginning of creating a home surely will feel that this one has to an unusual extent the requisites of pleasing color, charm, and homelike feeling demanded by real home-builders. Furthermore, if the reader shares the belief of a great many authorities that the house one builds indicates the character and aspirations of the owner, then unquestionably the real home-lover will consider this a very fine type house. The large half-circle-top window, extending into the beamed and vaulted ceiling of the living room, is nicely balanced by the fireplace, flanked by a bookcase and a door at the opposite end of the room. The door and bookcase each has a half-circle top, and are the same size, producing a symmetrical and pleasing effect. Attention is called to the hall, which affords convenient access to all the rooms, and has also the unusual feature of direct access from the outside. The bathrooms are not only conveniently placed, but their location permits the opening of the windows into the inside angle at the rear of the house, providing maximum privacy. Besides closets of ample size in each of the bedrooms, the attention of the reader is called to the three closets in the hallway, the porch closet, and the large kitchen pantry. This storage space is supplemented by the attic, reached by a disappearing stairway, and, of course, the basement, the stairway to which is properly located next to the door to the kitchen porch. This is one of very few three-bedroom plans published which permit the opening of either one or both of the adjoining bedrooms into the middle bedroom. While no openings are shown, the reader will undoubtedly understand that they may be had. The popular brick-veneer type of construction has been used for this house.



No. 20439

Complete plans and specifications, \$15

A House of Proved Popular Style



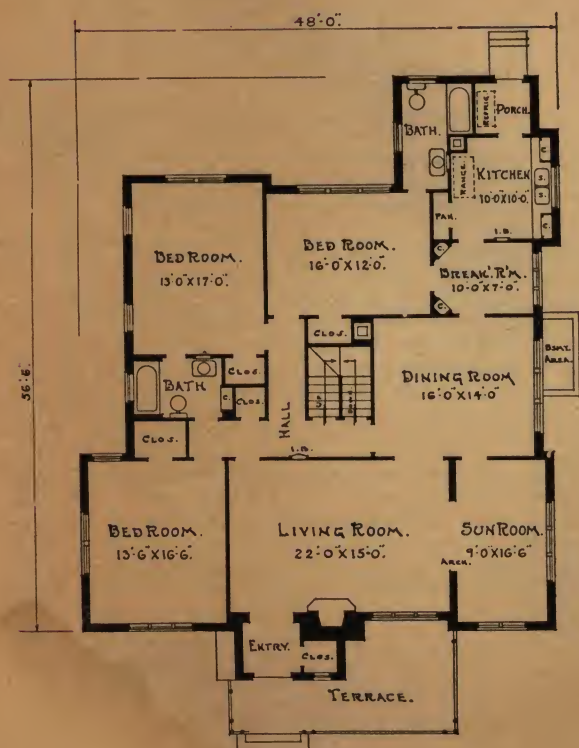
WHILE this brick-veneer house is thoroughly modern and American in design, the reader will note that it has an English influence, characterized by steep gables, field stone, leaded-glass casements, iron rails, and Tudor brick arches to the porch. The convenience of the floor plan is so apparent that it is hardly worth while to discuss it in detail, except for those things which are not clearly indicated on the floor plan. Some of the features are wide-jambled cased arches to entry and dining room from the living room—the dining-room arch having an unusually attractive appearance achieved by the use of an offset and bracket at each side; double fifteen-light doors between the living room and porch; built-in tubs, set in arched recesses; and a hall that is wide enough in the major portion of its length to avoid the alleylike feeling so often found in hallways of three-bedroom plans. Among the conveniences to be found in this floor plan are mirror doors to entry and bedroom closets; a cedar-lined hall closet; unusually large pantry; refrigerator alcove; generous-sized service porch, with mop closet and stairway to basement; spacious kitchen cabinet; breakfast-room cabinet, with leaded-glass upper doors; and bathroom cabinets, with ventilated doors at the bottom.



No. 20438

Complete plans and specifications, \$15

A House with a Sun Room



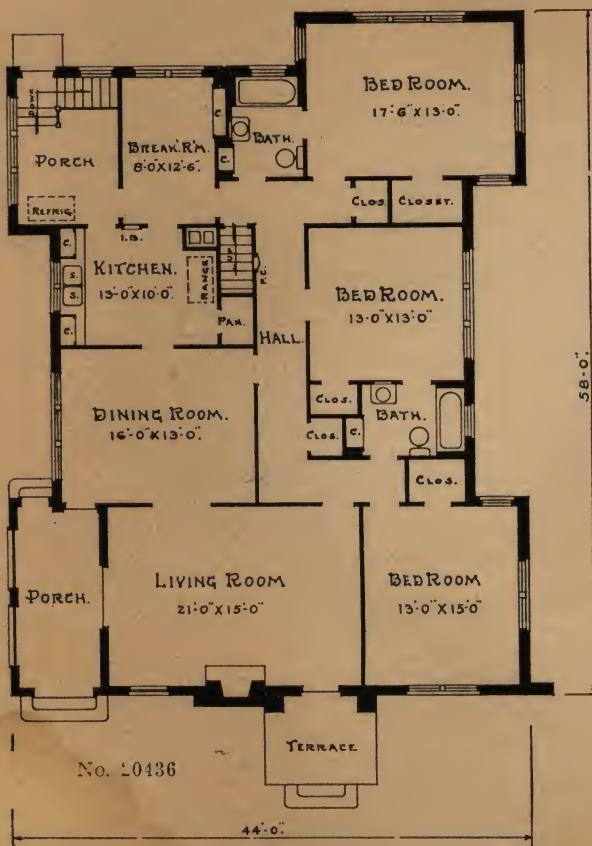
OFFERED here is a brick-veneer house that is somewhat unique, but, as is quite apparent, in no way bizarre. In studying the front, particular attention is called to the chimney and entry. The dropped roof over the closet and the beveled wall on the opposite side, together with the large circle-topped paneled door flanked by the circle-topped casement in the closet, are, indeed, worthy of study. The large terrace has a beautifully ornamented iron railing which is supported at the steps by iron scrolls extending to the top step. The eaves of the entire house are provided with gutters and downspouts. The plan offers, besides the rooms usually found in a three-bedroom-two-bath plan, a room which is appreciated by a great many people, that room being the sun room. While this provides an extra room, it is also made practically a part of the living room by the use of a large plastered archway. The stairway to the basement goes down under the stairway to the attic, the doors to both stairways being conveniently and centrally located in the hallway. The basement has three generous-sized casement windows opening into an area, an arrangement which provides for ample light and ventilation, and also for the removal of anything that cannot conveniently be taken through the stairway. The usual ironing-board, telephone, breakfast-room, kitchen, and bath cabinets are to be found in this house.



No. 20436

Complete plans and specifications, \$15

A Pleasing Double-Gable Front

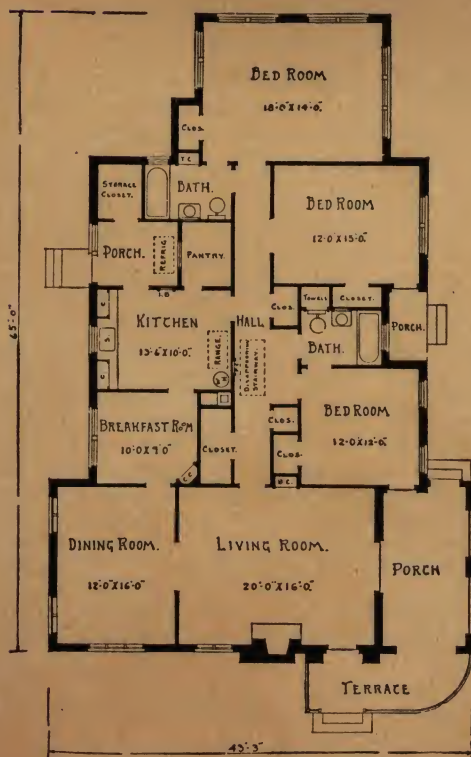


PROBABLY the most outstanding feature of the front of this brick-veneer cottage is the large brick arch which protects the front door. This is a desirable arrangement, as the front door is a natural focal point, particularly where the entrance is near the center of the house and is set in a projection topped by a gable. The openings of the porch have the same type arches as the one used at the front door. The other decorative effects of the front are achieved by the use of stone at the bedroom corner and in the chimney. No doubt the first thing that the reader will notice in the floor plan is that two of the bedrooms have direct connection with the bath, and that the entrance to the bath from the other bedroom is directly across the hall. Other noteworthy features of this plan are the stairway to the attic and the ground-level access to the basement stairway. This plan also affords direct access from the hall to every room of the house except the kitchen. And the prospective builder is offered two hall closets, a kitchen pantry, three bedroom closets, two bathroom cabinets, a breakfast-room cabinet, and a kitchen cabinet. The rear bedroom has ventilation from four sides.



No. 20390

Complete plans and specifications, \$15



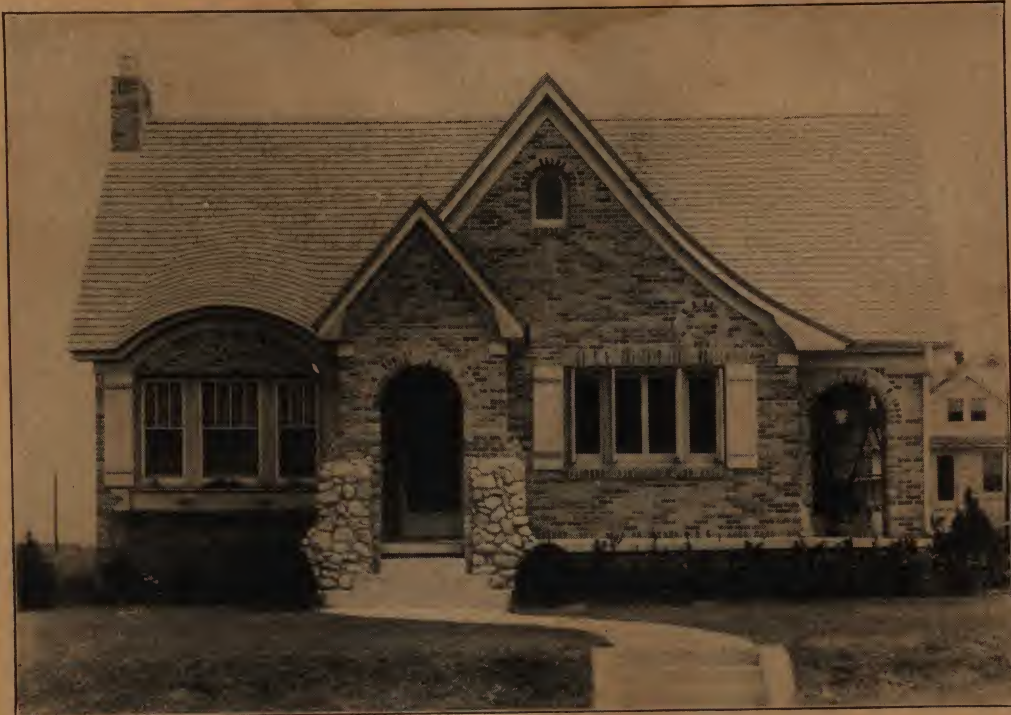
A STUDY of the floor plan of this attractively designed brick-veneer home will convince one that here, indeed, is a home that is unusually complete in its appointments. The floor plan provides for a living room, dining room, three cross-ventilated bedrooms, two tiled baths, a kitchen and breakfast room, and a wealth of closet and storage facilities, including a handy pantry for the kitchen. The arrangement of the rooms to many will prove ideal, and the exterior presents an appearance that is altogether pleasing to the eye.

I take this opportunity to congratulate HOLLAND'S on the Garden Department. As a garden-club president, I am finding much help and enjoyment in the information applicable to our locality.

Mrs. Carl D. Pratt
Winston-Salem, N. C.

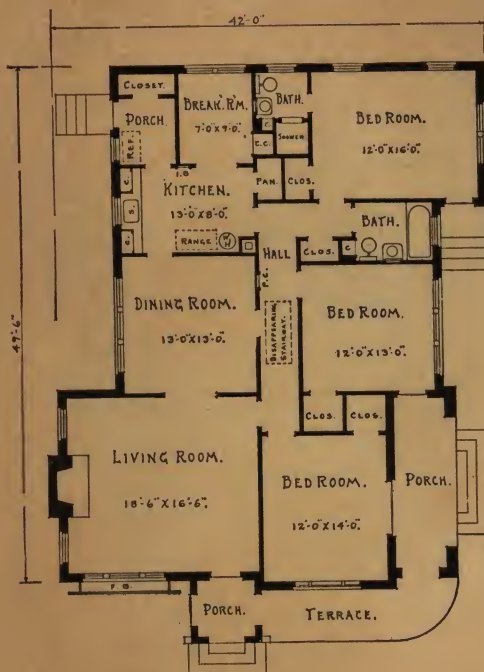
I have just had the pleasure of studying HOLLAND'S house plans in your latest book. May I tell you they are the best plans I have seen in a group? And I have been searching rather diligently!

John Munal
Brownsville, Tenn.



No. 20392

Complete plans and specifications, \$15



HERE is a brick-veneer cottage that delights the eye at the first glance. Approval of it grows with study. The floor plan is unusually complete in its appointments—two baths, each with a towel cabinet, breakfast room, with its built-in china closet; and the outside entrances to the bedrooms being only a few of the many practical features. A study of the floor plan will reveal many others of a most interesting nature.

After losing our home by fire, my husband and I selected HOLLAND'S Plan No. 20417 for our new home. It fitted the hill we wanted to build on, and we liked the conveniently arranged interior. Today we have the most beautiful home in the county, and one that has attracted state-wide attention.

Mrs. A. J. Stratton
Manchester, Ga.

MAKE THE BEAUTIFUL SOUTH MORE BEAUTIFUL!



No. 20368

Complete plans and specifications, \$15

THE splendid exterior features of this brick-veneer home will cause it to stand out among its neighbors as a home of charm and distinction. The floor plan provides six rooms, breakfast room, and bath. The kitchen and breakfast room have modern built-in conveniences, and the bedrooms are so planned as to insure the maximum light and ventilation. The close-up view to the right shows the fireplace chimney in the living room with leaded casement windows on either side.

